

JANUARY 25-31, 1953

Ross Reports

VOLUME 5

NUMBER 4

ON TELEVISION

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PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(25)

CBS - 9-9:30pm; TOUR HIATUS; Fred Waring Show; from WCBS-TV(NY) to 38 sta & 14 kine; Sponsor - General Electric thru BBD&O; Fred Waring and company leave NY January 27 on an 8-week, 55-city transcontinental tour; while on tour they will be seen on their regular television program twice, one program originating from Los Angeles, one from Kanaas City, Mo.; filmed dramatic series, produced in Hollywood, will fill in other six weeks of hiatus.

Fri(30)

DuM - 8:30-9pm; LAST SHOW; Steve Randall; from WABD(ON FILM) to the net; Sponsor - Swank, Inc. (Men's jewelry) thru Silberstein-Goldsmith; series starred Melvyn Douglas as a disbarred attorney, who earns back his law license; was formerly seen as Hollywood Off-Beat; Film Prod - Marion Parsonnet; Dir - Parsonnet, Mickey Schwartz & Frederick Stephani.

Sat(31)

CBS - 6:30-7pm; NEW TIME; What in the World? from WCAU-TV(Phila) to the net; Sustaining; Pkgr-- Charles Vanda, WCAU-TV; Prod - Robert A. Forrest; Dr. Froelich Rainey, moderator, with panel of experts who ponder art objects of past eras; program has been seen Sundays 3:30-4pm.

LAST WEEK'S NETWORK CHANGES

ABC - Fight Talk; DEBUT Jan 24; Sat 9:45-10pm(approx); from WJZ-TV(NY) to the net; Sustaining; Prod - Charles Mortimer; Dir - Eddie Nugent; Assoc Prod - Jack Fitzpatrick; Red Smith and Don Dunphy will be featured on sports program which follows the Saturday Night Fights; features will include a roundup on the previous fight, a summary of the outstanding sports events of the preceding week and an interview with a leading personality in the sports field.

DuM - Broadway Matinee; LAST SHOW Jan 16; Mon thru Fri 12:30-12:45pm; from WABD(NY) to the net; Sustaining; Pkgr-Prod - Charles Stark; Dir - Arnee Nocks; Ethel Colby conducted interview show, which made local debut April, 1952.

Inaugural Coverage; HIGHLIGHT Jan 20; Tue 11:30-1pm & 1:30-4pm; from WTTG(Wash) to the net; Sustaining; at the last minute, DuMont decided to join the other networks in 'live' coverage of the Inaugural ceremonies, in addition to their filmed highlights of the proceedings which were shown from 10-11pm.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

NETWORK SPONSOR ACTIVITY

REMINGTON-RAND(Electric Shaver Div) thru Leesford Advtg, who originally purchased a four-week participation on Omnibus (CBS-TV Sun 4:30-6pm), starting November 30, and has already continued past that date, will stay with the program thru May 3, at which time the program will finish its current season.

SCOTT PAPER COMPANY(all products) thru J. Walter Thompson, will sponsor Ding Dong School (NBC-TV Mon thru Fri 10-10:30am) every Thursday, beginning February 5. Scott also sponsors Music Hall (NBC-TV alt Wed 8:30-9pm) and is a participant in Omnibus.

THOR CORPORATION (Thor Washing Machines & other products) thru Henri, Hurst & McDonald (Chi), will sponsor a television version of Quick as a Flash on ABC-TV alternate Thursdays 10:30-11pm starting March 11. The show is packaged by Bernard Prockter Productions.

EKCO PRODUCTS CO thru Dancer-Fitzgerald-Sample(Chi), has renewed its one-quarter hour per week sponsorship of Welcome, Travelers (NBC-TV Mon thru Fri 3:30-4pm for thirteen weeks).

FLORIDA CITRUS & LEVER BROS(Chlorodont Tooth Paste) thru J. Walter Thompson, and SERUTAN thru Edward Kletter, have purchased participations in Ladies Date (DuM Mon thru Fri 1-1:30pm).

LOCAL STATION ACTIVITY

WABD(Ch 5)
New York - Mono-Drama Theater; NEW TIME & TITLE Jan 26; Mon thru Fri 2:45-3pm & 11:15-11:30pm; Sponsor - Eroil-Kwik Co (infra-red broilers) thru The Zlowe Company (11:15-11:30pm only); Prod-Dir - Lawrence Menkin; separate stanzas were formerly titled One Woman's Experience and One Man's Experience, and were seen 11:30-11:45am & 11:45am-12n respectively; Sponsor picked up show for thirteen weeks starting February 2. Other program sales on WABD: Boston Blackie (Fri 9:30-10pm) will be co-sponsored by Noxzema Chemical Co thru SSC&B (co-sponsor is Personal Products Corp ("Yes" Tissues) thru Compton Advtg); The Weather Girl (Mon thru Fri 6:45-6:50pm) will be sponsored on Mon, Wed & Fri by Marcalus Mfg Co (Marcal Tissues) thru Calkins and Holden, Carlock, McClinton & Smith, starting February 2. Marcalus had been sponsoring Life With Buster Keaton on WABD, Thursday 7:30-8pm, which ends its run on January 29.

WJZ-TV(Ch 7)
NY - March of Dimes Variety Show; HIGHLIGHT Jan 25; Sun 8:30pm; Prod-Dir - Ray Abel; Writer - Ira Marion; Joey Adams MC's program to raise funds for the National Foundation for Infantile Paralysis; some of the personalities scheduled to appear are Constance Carpenter, Melvyn Douglas, Basil O'Connor, Bernie Wayne, Jim Hawthorne, Terry Saunders and Christine Matthews.

Little Lady Story Time; NEW STATION & TITLE Feb 1; Sun 11:30am-12n; Sponsor - Helen Pessl, Inc. (Little Lady Toiletries) thru Keystone Advtg; Prod-Dir - Raymond E. Nelson; starring Ireene Wicker, telling stories, which are acted in pantomime by children, the program was formerly seen as Little Lady Party on WABD, Sundays 12n-12:30pm.

WPIX(Ch 11)
NY - West Point Basketball; DEBUT Jan 24; alt Sat 2pm-end of game; Sponsor- Bristol-Myers(Vitalis) thru Doherty, Clifford, Steers & Shenfield; Prod-Dir - Jack Murphy; Asst Dirs - Arthur Susskind, Jr. & Jack Felice; Kevin Kennedy will describe "color" & action for three games to be played at West Point (vs. Fordham, Columbia and Harvard).

[illegible]

1. The first part of the report is a general statement of the purpose of the study and the scope of the work.

1. The first step in the process of identifying a problem is to define the problem. This involves identifying the symptoms of the problem and determining the scope of the problem. Once the problem has been defined, the next step is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the underlying causes. Once the causes have been identified, the next step is to develop a plan to address the problem. This involves identifying the actions that need to be taken to address the problem and determining the resources that will be needed to implement the plan. Finally, the last step in the process is to implement the plan and monitor the results. This involves putting the plan into action and tracking the progress of the plan to ensure that the problem is being addressed effectively.

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LOCAL STATION ACTIVITY(Cont'd)

- WPIX(Ch 11) - The Funny Side of the News; DEBUT Jan 20; Tue 11:15-11:20pm; Sponsor-
New York Malverne Packing Co (Freezer Plan) thru Rosen-Hunt Agency; Pkgr-
Prod - William Hunt & Jerry Rosen; Art Ford comments on human interest side of the news & amusing stories of the day. Dir - Bob Busch.
- Bandbox; DEBUT Jan 25; Sun 11-11:30pm; Sponsors - North American Airlines, Freeze-Aid(Freezer Plan) and Television Club of NY thru Rosen-Hunt Agcy; Pkgr-Prod - William Hunt & Jerry Rosen; Dir - Ted Estabrook; Art Ford MC's variety show.
- Sewing Center; DEBUT Jan 28; Wed 4-4:30pm; Sponsor - Pfaff Sewing Machines thru Williams Advtg; Prod - Emanuel Demby; Lucille Rivers, home sewing instructor, will feature a sewing "clinic" where guest housewives will be given an opportunity to have their sewing problems solved in the modern way.
- WGN-TV(Ch 9) - Station WGN-TV has signed contracts to telecast the home games of
Chicago both Chicago major league baseball clubs, the Cubs and the White Sox. Theo. Hamm Brewing Co. thru Campbell-Mithun and Liggett & Myers (Chestersfields) thru Cunningham & Walsh will share the sponsorship.
- KECA-TV(Ch 7)- New Monday thru Friday schedule, effective January 19: 12:15 - Public Service Films; 12:30 - News; 12:35 - Noontime Movies; 2:15 - Mercedes Gaffney's Kitchen; 2:45 - Feature Film; 4pm - The Al Jarvis Show; 5pm - The Al Jarvis Amateur Show; 5:30 - Jack Rourke's Ladies Matinee.
- KTLA(Ch 5) - Western Varieties; NEW TIME Jan 23; Fri 9-10pm; Sponsor - Brown & Williamson Tobacco ("Life" Cigarettes) thru Ted Bates; Doye O'Dell is singing MC, with Ken Card, Britt Wood, Homer Garratt's Y-Knot Twirlers and Eddie Cletro and his Round-Up Boys.

FILM REPORT

SKELTON TO DROP USE OF FILM ENTIRELY when he starts his new series in February, and will do show live or use kinescope process which permits editing, as does film. Starting out last year with a live program, Skelton's switch to film with the new season proved unsatisfactory.

FIRST PHASE OF SNADER DISPUTE SETTLED BY REFEREE, with the sale of 750 Snader Telescriptions upheld by Samuel R. Rosenbaum. Mr. Snader claimed the sale by Alexander Bisno and Samuel Markovitch, part owners with him in the Telescription firm, to Studio Films, was not legal, since he had not been consulted. Snader retains the rights to the Telescription name for future use. Snader also announced last week that he will produce a series of 52 quarter-hour TV films starring The Sportsmen Quartet under the title of The Nickelodeon. Wally Kline, who directed and produced the pilot film for Snader, will co-produce and direct the series, for which Edward Kay will write original music.

BERT JOHNSON PRODNS PURCHASED BY CROSLEY, to be used as a division of their WLW, Cincinnati, operations. The personnel of the film firm, located in Deer Park, Ohio, will not be changed, according to Robert E. Dunville, Crosley president who negotiated the contract with G. Carlton Hill, executive vice president of the industrial and commercial film company.

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11/11/77

The first meeting was held on 11/11/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The second meeting was held on 11/12/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The third meeting was held on 11/13/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The fourth meeting was held on 11/14/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The fifth meeting was held on 11/15/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The sixth meeting was held on 11/16/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The seventh meeting was held on 11/17/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The eighth meeting was held on 11/18/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The ninth meeting was held on 11/19/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

The tenth meeting was held on 11/20/77, at 11:00 AM, in the Conference Room, 11th Floor, New York City. The meeting was attended by the following persons: [names redacted]

FILM DIGEST(Cont'd)

FILMCRAFT PRODUCTIONS PLANNING EARLY START ON MARK TWAIN THEATER, with present schedule calling for early February production. Novelist Robert Nathan is reportedly going to do the filmplays for the half-hour series, which would mark the first time a novelist of his calibre would be working on such an assignment.

TELENEWS ANNOUNCES NEW SERIES, FOR WOMEN ONLY, intended to be the television film counterpart of the popular women's magazines. Each weekly edition is made up of several individual stories from all over the world, and can be used as a complete 15-minute telecast or broken up for use as special film features in existing "live" women's programs. Amy Sedell is the MC-narrator in the program.

QUALITY FILMS ACQUIRE 5 FILMS FROM MARY PICKFORD for TV distribution. Included in the package is Al Jolson's "The Heart of New York, and two Ida Lupino starrers, "One Rainy Afternoon" and "The Gay Desperado".

NEWS REPORT

SECOND NIELSEN REPORT FOR DECEMBER RELEASED, covering the two weeks ending December 27, 1952. The first ten programs, both in percentage and number of homes reached, follow:

	(000)# Homes		% Homes
I Love Lucy	14,066	I Love Lucy	69.4
Pabst Blue Ribbon Fights	10,882	Talent Scouts	58.7
Godfrey&Friends(Liggett&Myers)	10,559	Godfrey & Friends(Pillsbury)	55.7
Godfrey&Friends(Pillsbury)	10,506	Pabst Blue Ribbon Bouts	55.6
Texaco Star Theater	9,928	Godfrey & Friends(Liggett&Myers)	55.3
Colgate Comedy Hour	9,897	Texaco Star Theater	53.8
Television Playhouse (Philco)	8,870	Colgate Comedy Hour	49.1
Godfrey & Friends (Toni)	8,776	Television Playhouse(Philco)	46.7
Dragnet	8,526	Dragnet	46.1
Fireside Theater	7,956	Godfrey & Friends (Toni)	45.5

TOP 10 PROGRAMS FOR SECOND HALF OF 1952 LISTED ACCORDING TO THE PULSE, with their comparative ratings for the two previous six month periods also listed. In addition, we list below, the top ten program types for the month of December, 1952:

Program	July-Dec 1952	Jan-June 1952	July-Dec 1951	Program Type	Avg.Rtg.
I Love Lucy	46.6	39.5	*	Comedy Variety	29.6
Texaco Star Theater	41.2	36.6	39.7	Football	26.6
Talent Scouts	36.0	39.1	24.4	Talent	23.2
Colgate Comedy Hour	35.0	27.4	31.4	Comedy Situation	19.9
Your Show of Shows	34.8	35.7	31.7	Drama & Mysteries	19.5
Dragnet	33.1	#	*	Boxing	18.4
Godfrey & Friends	30.8	33.8	25.3	Westerns & Serials	14.3
You Bet Your Life	30.8	32.9	23.0	Music	13.6
Fireside Theater	30.5	31.6	26.4	Musical Variety	12.8
Red Skelton	27.7	36.3	28.0	Sports News	12.2

*not on air during this period. # failed to make top ten.

NEW STATION AFFILIATION: To ABC-TV: WALA-TV(Ch 8), Mobile, Alabama, has affiliated with the network (January 14), bringing the total number of affiliated stations to 78. WALA-TV is owned by the Pape Broadcasting Company. Howard Martin is General Manager of the station.

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STANDARD INFORMATION	STANDARD INFORMATION	STANDARD INFORMATION	STANDARD INFORMATION
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3. Love Day	3. Love Day	3. Love Day	3. Love Day
4. Love Day	4. Love Day	4. Love Day	4. Love Day
5. Love Day	5. Love Day	5. Love Day	5. Love Day
6. Love Day	6. Love Day	6. Love Day	6. Love Day
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HOLLYWOOD FILM SERIES NOT MAKING PRODUCTION PROFIT, according to Dan Jenkins, columnist for The Hollywood Reporter. He wrote, January 16, "No (film) series pays for itself on its first run. So far as we know, there is not a single series now on the networks whose sponsor isn't getting it below cost, and if there is a single film production company in the business who is showing a profit as of this month he had better step forward and be identified as a genius." Jenkins explained that if a series is successful and the sponsor keeps renewing, still first run and still below cost, it becomes so identified with the original sponsor that no one wants it for a second run, which is supposed to be where the producer can make his profit. Less successful series, not up to network sponsorship, are sold on a regional or local basis and may have several short term runs for different sponsors, including repeats in the same city, and eventually pay off for the producer, according to Jenkins, while it looks as though the big series are in an uneconomical rut that bodes ill for their producers.

NEW YORK TV GUIDE BOUGHT BY ANNENBERG'S Triangle Publications to be developed into a national television feature magazine with local area program listings, somewhat in the manner of Triangle's Radio Guide, which was suspended during the war. Negotiations are reportedly underway to purchase other major program magazines to be absorbed in the new project.

STUDIO ONE FIRST AMERICAN COMMERCIAL PROGRAM SHOWN IN CANADA, transmitted via microwave relay from Buffalo, New York. The first program to reach Canada "live" was MacKinlay Kantor's "Signal 32", on January 19. Arranged through Canadian Westinghouse Co., Ltd., an affiliate of the Westinghouse Electric Corporation, sponsor of the Studio One series, the program was seen on CELT, Toronto. A television recording of the show will be carried on the Canadian Broadcasting Corporation's station CBFT, Montreal, on January 25.

PHILCO REVEALS NEW COMPATIBLE COLOR SYSTEM is to be presented to the FCC by the National Television System Committee. According to Mr. D. B. Smith of the Philco Corporation, who made the announcement last week at a meeting of the American Institute of Electrical Engineers in New York, tentative specifications had already been prepared and field tested, and new specifications are to be tested in the next few months, with their success determining the date of the FCC examination. The standards were developed with the thought of developing a system which black and white sets could receive without changes, and to provide a solution to all other questions raised at the last FCC hearing on color TV.

CEREBRAL PALSY TELETHON COLLECTIONS 115% OF AMOUNT SUBSCRIBED on the 18-hour program conducted by station WJZ-TV New York, key station of the American Broadcasting Company on December 7. Up to January 20, the amount collected had reached \$631,826, which is 115% of the \$553,527 pledged. Of approximately 110,000 pledges, it is estimated that only three percent have not been fulfilled.

PERSONNEL CHANGES: Robert F. Lewine, for the past three years Director of the Radio-TV department of Hirshon-Garfield, has been appointed Eastern Program Director of the ABC Television Department, effective February 1.....Robert M. Light, radio-TV director of Abbott Kimball Company, Los Angeles, has resigned. No future plans have been announced.....John Clement, producer-director at WTAR-TV, Norfolk, Va., has been appointed television production director at station WROV-TV, Roanoke, Va.

PERSONNEL CHANGES (Cont'd)

John G. Weaver has been appointed manager of advertising and sales promotion for television and radio of the Crosley Division of Avco Manufacturing Company, his most recent association having been with Swift & Company as advertising manager for several departments.....Frederick N. Polangin has joined the New York office of Fuller & Smith & Ross as senior account executive, and will supervise the TV & Radio Division of the Westinghouse account. He formerly was account executive on the Philaco account for Hutchins Advertising Agency, Philadelphia.....Ralph H. Klein, formerly an account executive for WDRC(AM), Hartford, Conn., has joined WKNB-TV, New Britain, Conn., as TV sales representative.

William F. Fineshriber is resigning as executive vice-president of Mutual Broadcasting to become vice president and general manager of radio & TV at NBC. He succeeds Frank White, new president of NBC, in the latter post, and the shift also marks his re-association with White, under whom he served at Mutual.....John A. Thomas, with BBD&O for the past fifteen years, has been appointed director of radio & TV for the New York office of Ewell & Thurber Associates. Lawson Paynter, former head of TV copy at Erwin, Wasey, was appointed manager of radio & TV production at Ewell & Thurber, whose new offices are located at 270 Park Avenue, NYC...
....Henry Frankel, formerly associated with Ziv TV and Jerry Fairbanks Productions, has joined Ruthrauff & Ryan as director of new programs and talent development.

Jules Herbuveaux, formerly director of television operations of WNBQ(TV), Chicago, has been named assistant general manager of WNBQ and WMAQ(AM), NBC's Chicago outlets, as part of the network's policy of integrating its radio and TV staffs into a single operating unit. Homer Heck, WMAQ program manager, is now manager of the consolidated production staffs. George Heinemann, former WNBQ program manager, is director of programs, and William B. Ray is Manager of News, Special Events and Public Affairs.

Robert Sanford has resigned from the radio-TV department of Music Corporation of America, and has not yet announced his future plans.....Eugene Vigneron has been appointed Controller of the Radio & Television Division of Sylvania Electric Products, Inc., succeeding Leon C. Guest, Jr., who has been transferred to the Sylvania General Offices in New York City.....Bernard Barth, assistant director of TV, WLWT(TV), Cincinnati, has been named to the faculty of the University of Cincinnati to lecture on radio-TV advertising techniques.....Carl E. Burton and Richard Stevenson Zinn return to WTVJ(TV), Miami, after release from service, as senior producer and producer-director respectively.

Joseph R. Gransee has been appointed assistant advertising director of Admiral Corporation.....C. Merrit Trott has been appointed assistant sales manager of WBAL-TV, Baltimore.....A. V. B. Geoghegan, vice president in charge of media relations of Young & Rubicam, New York, has been named co-chairman of the plans board, replacing C. L. Whittier, who has retired..... Joseph Goodfellow, eastern sales manager of NBC Spot Sales, New York, has resigned to join WNBW(TV) Washington as director of sales.

TALENT SHOWSHEET JANUARY 26 - FEBRUARY 1, 1953

PROGRAM	NET TIME(EST)	TALENT ROSTER
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Most of the shows on January 23, 24, 25 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, January 30. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY JANUARY 23

<u>Meet Betty Furness</u>	CBS 10:45am	Vanessa Brown
<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Mama & The Men In Katrin's Life</u> - (O) by Jerome Ross; with regulars & Perry Fiske; (SD)
<u>Dark Of Night</u> (Carl Low)	DuM 8:30	Scott Forbes, Marian Russell, Victor Thorley, Augusta Ciolli, Vince O'Brien, Bert Thorn, Somer Alberg, Allan Hale; (SW & SD)
<u>Big Story</u> (Robert Sloane)	NBC 9pm	<u>Willis O'Rourke, Chicago Herald-American</u> - (O) by Alvin Boretz; with Bruce Gordon, James Bender, Perry Wilson, Reed Brown, Jr, Dan Wargo, Hollis Irving, Sandra Ann Wigginton, Richard Grayson, Linda Carlon Reid; (SD)
<u>Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>The Latin Exam</u> - (O) by Bud Grossman; with regulars & Margaret Hamilton, Curtis Cooksey, Joanne Beudil, Martha Randall; (SD)
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>The Picture Of Dorian Grey</u> - (O) by Oscar Wilde, (A) by Anne Howard Bailey; with Peter Fernandez, John Newland, Joseph Anthony, Robert Herman, Margaretta Warwick, Natalie Norwick; (SD)
<u>Twenty Questions</u> (Jay Jackson)	DuM 10pm	Earl Wilson (columnist)

SATURDAY JANUARY 24

<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Hoagy Carmichael (composer), Piper Laurie, Juliana Larson (S)
<u>Jackie Gleason</u>	CBS 8pm	The DeMarco Sisters (S)
<u>Your Show Of Shows</u> (Caesar & Coca)	NBC 9pm	Robert Preston, guest host; Marguerite Piazza returns as regular

SUNDAY JANUARY 25

<u>Tootsie Hippodrome</u>	ABC 12:15	Sons Of The Purple Sage (M&S)
<u>Invitation Playhouse</u>	WCBS 2:30	<u>Sweet Little Dame</u> - (O) by Robert Hill & William Asher; with Dani Sue Nolan, Robert Dane, Perry Evans; (SD, FILM)
<u>Lilli Palmer</u>	WCBS 2:45	Gusti Huber
<u>Lamp Unto My Feet</u> (Dr Lyman Bryson)	CBS 3pm	<u>Our Daily Bread</u> - (O) by Palmer Thompson; with Camerón Prud'homme, Karl Weber, Miriam Wolfe; (SD)

STANDARD FORM NO. 64-100-100-100

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Part of the work of the Department of the Interior, Bureau of Land Management, is to acquire and manage public lands. This includes the acquisition of land for the establishment of national parks, monuments, and preserves. The Department also manages the public lands that are owned by the United States. This includes the management of the public lands that are owned by the United States. The Department also manages the public lands that are owned by the United States.

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SUNDAY JANUARY 25 (Cont'd)

<u>Kukla, Fran & Ollie</u> (Burr Tillstrom)	NBC 4pm	June Lockhart substitutes for Fran Allison
<u>Super Circus</u> (Claude Kirchner)	ABC 5pm	Roy Williams (artist), Ming Sing Troupe (acro), Leon's Great Danes, Bob Parry (trampoline), Elimar Troupe (jugglers)
<u>Hillmk Hall Of Fame</u> (Sarah Churchill)	NBC 5pm	<u>Socrates' Wife</u> - (O) by Harold Callen; with Kat- ina Paxinou, Byron Sanders, Fred Beir, John O'Hare, David Orrick, Jay Barney, Don Kennedy, Winfield Hoeny
<u>Roy Rogers &</u> <u>Dale Evans</u>	NBC 6:30	<u>Ride In The Death Wagon</u> - with regulars & Forrest Taylor, George Slocum, Richard Emory, Bee Humph- ries, Larry Hudson; (SW & SD, FILM)
<u>Red Skelton</u>	NBC 7pm	Les Paul & Mary Ford (M&S) (LIVE & FILM, H'WOOD)
<u>Mr. Peepers</u> (Wally Cox)	NBC 7:30	regulars & Georgianne Johnson, Ernest Truex, Jacques Aubuchon; (SW) by Jim Fritzell, Howard Rodman; (SD)
<u>Opera Cameos</u>	WPIX 7:30	Scenes from <u>Aida</u> - by Verdi, with Rina Telli, Salvatore Puma, Jean Madeira (all S)
<u>Jack Benny</u>	CBS 7:30	Ann Sothern, Alix Talton & regulars (H'WOOD)
<u>Colgate Comedy Hour</u> (Martin & Lewis)	NBC 8pm	Connie Russell (S), Ray Malone (D)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Ed Wynn (C), Jack Cassidy & Pat Marand (S), Rob- ert Sherwood & Canadian Black Watch Pipers; Scene from <u>Hope For The Best</u> - (O) by William McCleery, with Mercedes McCambridge, James Nolan; kill: Monica Lewis (S); add: Patachou (S), film clip from <u>Mississippi Gambler</u> with Tyrone Power, Piper Laurie
<u>Rocky King</u> (Roscoe Karns & Earl Hammond)	DuM 9pm	<u>Cancelled Out</u> - (O) by Sam Elkin; with Jacqueline Susann, Stewart Bradley, Richard Bender, Marian Wilder; (SD)
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>The Arcade</u> - with John Shay, Mary Patton, Eugene Ruymen, Barbara Bell Wright, Arnie Freeman & regulars; (SW & SD)
<u>The Web</u>	CBS 10pm	<u>Dark Meeting</u> - (O) by Paul Monash; with Alan Bunce, Edwin Cooper, Harry Townes, John Shellie, Arthur Vatanades, Norma Burton, Donnie Dilworth, Helen Marcy
<u>Bandbox</u> (Art Ford)	WPIX 11pm	Slim Gaillard, Oscar Peterson Trio, Charlie Schaeffer (all M) (PREMIERE)

MONDAY JANUARY 26
 [REDACTED]

<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>The Casualties</u> - with Gene Raymond, Louise Larambee, Frank Overton; (SW & SD)
<u>Paul Winchell</u>	NBC 8pm	regulars & Ruth McDevitt
<u>Lux Video Theater</u>	CBS 8pm	<u>The Inn Of Eagles</u> - (O) by Rod Serling; with Macdonald Carey, Nicholas Joy, Robert Keith, Jr, Victor Wood, Maureen Hurley, Marcel Hillaire, Oswald Marshall, Geoffrey Lumb, Jr; (SD)

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UNITED STATES GOVERNMENT

Who Said That?
(Walter Kiernan)

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

(Robert Q Lewis)

WEDNESDAY JANUARY 27
~~WEDNESDAY JANUARY 27~~

<u>A Date With Judy</u> (Mary Linn Beller)	ABC 8pm	regulars & Leona Powers, Maurice Manson; (SW&SD)
<u>Scott Music Hall</u> (Patti Page)	NBC 8:30	regulars & Senor Wences (ventriloquist)
<u>Kraft TV Theater</u>	NBC 9pm	<u>Duet</u> - (O) by Robert Noah; with Jack Lemmon, Ray Rizzo, Sallie Brophy, Brandon Peters, Anatol Winogradoff, E.A. Krumschmidt, Theodore Newton, Dolores Sutton, Nancy Devlin, James Westerfield, Augusta Merighi, Robert Lieb, Joseph Boley; (SD) by Stanley Quinn
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9:30	<u>The Silken Touch</u> - (O) by Stanley Niss; with Lee Krieger, John DeLeo, Alexander Campbell, Jack McNutt, Bill Forester, Gene Anton; (SD,FILM)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>The Heel</u> - (O) by Noel Charles, (A) by Noel Charles, Peter Graham Scott, Gordon Wellesley; with John Colicos, Bill Travers, Scott McKay, Cherry Huggins, Pat Cutts, Robert Rietti, Dorothy Bramhall; Dir by Lance Comfort (FILM)

THURSDAY JANUARY 28
~~THURSDAY JANUARY 28~~

<u>Chance Of A Lifetime</u> (Dennis James)	ABC 8:30	Florian Zabach (M)
<u>Four Star Playhouse</u>	CBS 8:30	<u>Trails End</u> - (O) by Harold Shumate, (A) by Blake Edwards; with Dick Powell, Lee Van Cleef, Jean Howell, Richard Hale; Dir by Robert Florey (FILM)
<u>T Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Case Of The Watchful Dog</u> - (O) by Albert Aley; with Crahan Denton, John C Becher, Dorothy Elder, James Dean, Tom Carney, Biff Elliot; (SD)
<u>Ford Theater</u>	NBC 9:30	<u>Adventure In Connecticut</u> - (O) by Albert Duffy, (A) by Jerome Gruskin; with Richard Carlson, Hugo Haas, Osa Massen, Ralph Dumke, Ralph Sanford, Mary Alan Hokanson, Harry Hayden (FILM)
<u>Martin Kane</u>	NBC 10pm	Margaret Hayes, Wendy Drew, Herbert Rudley
<u>Racket Squad</u> (Reed Hadley)	CBS 10:30	<u>The Dear Mom Gambit</u> - (O) by James Gruen; with Robert Einer, Julie Bennett, Jesslyn Fax (FILM)
<u>Foreign Intrigue</u> (Jerome Thor & Sydna Scott)	WNBT 10:30	<u>F I In The New Democracy</u> - (O) by James C Sheers with Gregoire Aslan, Dominique Chautemps, Ben Smith, Jacques Sablon, Guy Provost; Dir by Marcel Cravanne (FLM)

FRIDAY JANUARY 30
~~FRIDAY JANUARY 30~~

<u>Meet Betty Furness</u>	CBS 10:45am	Anne Fogarty (dress designer)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>The Point Of Honor</u> - (O) by Thomas Flanagan, (A) by Denis Green; with Joseph Schildkraut, Walter Coy, Ivan Triesault, Franz Roehn, Henry Rowland, James Brown, John Mylong, Paul Javor; (SD) by Roy Kellino (FILM)
<u>Big Story</u> (Robert Sloane)	CBS 9:30	<u>James S Pooler, Detroit Free Press</u> - (O) by Norman Lessing; with James Gregory, Boris Aplon, Agnes Young, David Winters, Wallace House, Donald McKee, Glen Walken, Bernard Burke, Ken Konopka; (SD)

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THURSDAY 23 JANUARY 1965 - 23 JANUARY 1965

<u>Dick Tracy</u> (Ralph Byrd)	WNBT 6pm	<u>The Case Of The Dangerous Dollars</u> - (O) by Tod- hunter Ballard & Robert Leslie Bellem; with Joe Devlin, George Eldredge, Leonard Penn, Luther Crockett, Stephen Carr, John Doucette; Dir by Duke Goldstone (FILM)
<u>Jackie Gleason</u>	CBS 8pm	Jeanette MacDonald (S)
<u>All Star Revue</u> (Jimmy Durante)	NBC 8pm	Ezio Pinza (S), Fifi D'Orsay(C) & Durante regulars (FROM HOLLYWOOD)

<u>Your Show Of Shows</u> (Caesar & Coca)	NBC 9pm	Viveca Lindfors, guest hostess
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Maria Riva, guest panelist; performers: Georgie Tapps (D), Bert Wheeler (C), Joyce Bryant (S)
<u>It's News To Me</u> (John Daly)	CBS 10:30	Walter Slezak, guest panelist
 <u>SUNDAY FEBRUARY 1</u> xxxxxxxxxxxxxxxxxxxxxx		
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	<u>Die Fledermaus</u> - opera by Johann Strauss, (A) by Garson Kanin & Howard Dietz; with Brenda Lewis, Lois Hunt, Jarmila Novotna, Charles Kullman, Thomas Hayward, John Brownlee, Hugh Thompson, Paul Franke, Suzanne Ames, Jack Mann, Metropolitan Opera Orchestra Conducted by Eugene Ormandy, Met Chorus; Choreography by Zachary Solov (who also dances); Prod by Met Opera & Ford TV-Radio Workshop; TV Dir by Bob Banner
<u>Red Skelton</u>	NBC 7pm	Helen O'Connell (S) (LIVE & FILM, FROM HOLLYWOOD)
<u>Opera Cameos</u>	WPIX 7:30	Scenes from <u>Don Pasquale</u> by Donizetti, with Salvatore Baccaloni, Irene Fratiza, Bruno Landi (S)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Ted Lewis (S), Georgia Gibbs (S), Mario Del Monaco (S), The Harmonicats (M), Bert Nagle (panto), film clip from <u>High Noon</u> with Gary Cooper
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>The Careless Killer</u> - with Melba Rae, Ellen Leslie, William Zuckert, Eddie Hyans, Dehl Berti (SW & SD)
<u>Arthur Murray Party</u> (Kathryn Murray)	DuM 10pm	Larry Storch (C), Kitty Kallen (S), Earl Barton (D)

TALENT AVAILABILITIES

NEW YORK

SCOTTY BECKETT - film juvenile - AGT: Ken
Later, PL 7-6964

JOYCE BRYANT - singer - AGT: MCA, PL 9-7500

VERA FRANCESCHI - pianist appearing with
NY Philharmonic Sat, Jan 31 - AGT:
Columbia Artists, CI 7-6900

MAGDA GABOR - AGT: Marjorie Morrow, CH
4-0644

NICHOLAS JOY - veteran stage & film character actor - AGT: Morrow

PIPER LAURIE - Universal film starlet -
PRESS: Al Mendelsohn,
PL 9-8000

GUS VAN - famous vaudevillian - MU 6-3714.

MIAMI & MIAMI BEACH

STU ERWIN & JUNE COLLYER - appearing at
the Olympia - CONTACT: Theater
Manager

LUBA MALINA - singer-comedienne currently
at the Nautilus Hotel - NY
AGT: Jack Davies, PL 7-1880

FRED MacMURRAY) - stars of Fair Wind to
VICTOR McLAGLEN) Java, appearing at
VERA RALSTON) the Paramount & Beach
Theaters - CONTACT:
Theater Managers

TRINI REYES & LOS CHAVALES - Spanish dancer & vocal group - CONTACT: Saxony Hotel

HARVEY STONE - "GI" comedian - currently
at the Beachcomber - AGT:
MCA, PL 9-7500 (NY)

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: January 25 - 31									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1½	1*	6½	4 3/4	1	--	14¼	5½
12 noon)	Film	--	--	½	--	--	--	--	5½
12 noon-)	Live	1 3/4	--	18 3/4	3	2½	7¼	15½	4½
6:00 pm)	Film	--	¼	--	3	--	--	1 3/4	--
6:00 pm-)	Live	5*	5½*	17¼	2 3/4	13¼	6	18 3/4	1½
time off)	Film	2½	9 3/4	6	--	2	--	6¼	--
TOTALS)	LIVE	8¼*	6½*	42½	10½	16 3/4	13¼	48½	11½
)	FILM	2½	10	6½	3	2	--	8	5½

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of January 25 - 31

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WJZ (A)	93½	23½	29 3/4	1 3/4	36½
New York City	WCBS (C)	108	62½	11¼	½	24¼
New York City	WABD (D)	92¼	32	17 3/4	3	29½
New York City	WNBT (N)	119¼	62¼	27½	2½	19 3/4
New York City	WOR-TV (I)	79	--	42½	--	31 3/4
Ames, Iowa	WOI-TV (All)	93	71½	13 3/4	2¼	1¼

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

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André Gide, *Le roman expérimental*, 1929, p. 10.

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Ross Reports

FEBRUARY 1-7, 1953

VOLUME 5

NUMBER 5

ON TELEVISION

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEPUTS, HIGHLIGHTS, CHANGES

Sun(1)

ABC - 12-12:30pm; ADD TIME; Tootsie Hippodrome; from WJZ-TV(NY) to 32 sta & 10 kine; Sponsor - Sweets Co. of America(Tootsie Rolls) thru Moselle & Eisen; Pkgr - Milverne Prodns; Prod - Vernon Becker & Milton E. Stanson; Dir-Writer - Vernon Becker; Whitey Carson is MC, and, as "Captain Tootsie," introduces Western or circus acts; was formerly seen 12:15-12:30pm only, replacing Kid's Kapers, film show, in 12n-12:15pm time slot.

ABC - 1-1:30pm; NEW TIME; Seminar; from WJZ-TV(NY) to the net; Sustaining; Presented by ABC in asen. with Columbia University; Pfof. Donald N. Bigelow, Asst. Prof. of History at Columbia, conducts seminar in American Civilization; this time change also marks beginning of a new semester, the prior one having commenced on October 4, 1952 (Sat 7-7:30pm).

CBS - 6-6:30pm; DEBUT; You Are There; from WCBS-TV(NY) to the net; Sponsor - Electric Light and Power Companies(alternate weeks only) thru N. W. Ayer; Prod - Charles W. Russell; Dir - Sidney Lumet; new program recreates great events as if they were actually happening at the moment and being reported by a newsmen (Douglas Edwards). Walter Cronkite is principal narrator, with the series concentrating on events of this century which are just at the edge of most peoples' memories.

CBS - 7:30-8pm; DEBUT; Private Secretary; from WCBS-TV(ON FILM) to 54 sta; Sponsor - American Tobacco Co(Lucky Strike Cigarettes) thru BBD&O; Film Prod - Chertok Television, Inc. (Hwood); Dirs - Chris Nyby & Ronald Amateau, alternate weeks; Ann Sothern stars as a secretary, who is also advisor to her boss; other cast regulars are Don Porter, Gloria Winters and Vi Praskins; replaces This Is Show Business in this time slot for the sponsor, and will be seen weekly except for the dates the Jack Benny Show is scheduled.

CBS - 9-9:30pm; DEBUT; General Electric Theater; from WCBS-TV(ON FILM) to 52 sta; Sponsor - General Electric thru BBD&O; replaces Fred Waring Show for six weeks only; Waring will telecast two shows during his eight-week tour, one from Los Angeles, February 15, the other from Kansas City, Mo., March 15; Film Prod - Gil Ralston & Arthur Ripley, Hwood.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THIS WEEK(Cont'd)

Sun(1)

NBC - 1:30-2pm; HIGHLIGHT; Back To God Service; from WNBW(Wash) & WNBT(N.Y) to the net; Sustaining; President Eisenhower and Vice President Nixon will participate in a religious ceremony of the American Legion, "through which the American people are urged to seek divine guidance in everyday activities by regular church attendance, daily family prayer and the religious training of children."

NBC - 5:30-5:45pm; DEBUT; Meet the Veep; from WNBW(Wash.) to the net; Sustaining; Superv - Louis G. Cowan & Charles F. Gannon; Prod - William R. McAndrew; Dir - Ted Ayers; Alben Barkley, former Vice President of the U.S., will appear in a series of informal appearances, talking in a non-partisan fashion; Earl Godwin, Washington correspondent, will be the "Veep's" conversational companion on the show, in addition to which, prominent national figures will appear from time to time as guests.

Mon(2)

ALL NETS; 12:15-1:15pm(approx); HIGHLIGHT; President Eisenhower's State of the Union Message; speaking before a joint session of Congress, the President will outline his domestic and foreign policy programs for the year.

CBS - 3:30-4pm Mon thru Fri; DEBUT; Action in the Afternoon; from WCAU-TV (Phila) to the net; Sustaining; Prod - Charles Vanda; Exec Dir - Leslie Urbach; Dir - William Bode and John Ullrich (alternate weeks); Sets - Jan Ozog; Writers - Don Pringle, Paul Pierce, Hugh Best, and others; new program will be a "live" Western dramatic series, staged in an outdoor locale, an entire Western town having been built outside of Philadelphia; the story concerns the citizens of Huberle, Montana, and the visitors who ride through its streets, set in the 1890's. Mike & Buff moves to new time, 3-3:30pm M-F.

Sat(7)

NBC - 5-6pm; monthly; NEW TIME; NBC-TV Operas; The Marriage (See p.7 for cast) WNBT(NY) to the net; Sustaining; Prod - Samuel Chotzinoff; Music & Artistic Dir - Peter Herman Adler; Assoc Prod - Charles Polachek; Asst Con - Leo Mueller; TV Dir - John Bloch; Prod Advisor - Mikhail Rasumny; Sets - Otis Riggs; Costumes - Liz Gillelan; program formerly was seen Sundays 3-4pm; new time will permit Victory At Sea to continue weekly without interruptions.

LAST WEEK'S NETWORK CHANGES

CBS - State of the Nation; DEBUT Jan 25; Sun 4-4:30pm; from WTOP-TV(Wash,D.C.) to the net; Sustaining; Prod - Charles Von Fremd; Asst Prod - Larry Warick; Dir - Charles Hill; Eric Sevareid MC's public affairs program with a prominent national figure as guest each week.

DuM - Dark of Night; ADD TIME Jan 30; Fri 8:30-9pm; from WABD(NY) to the net; Sustaining; Prod-Dir - Frank Bunetta; Asst Dir - R. N. Simpson; Writer - George Lowther; accenting mental problems of the characters involved, program uses actual locations for its plays; was formerly seen alternate weeks, with Rebound, sponsored by Packard Motors thru Maxon, dropped January 16.

NBC - Rodeo from Fort Worth, Texas; HIGHLIGHT Jan 31; Sat 3-6pm; from WBAP-TV(Fort Worth) to the net; Sustaining; three-hour program will televise the 57th annual Ford Worth, Texas, Rodeo from the Will Rogers Memorial Coliseum in Fort Worth.

NETWORK SPONSOR ACTIVITY

GENERAL MILLS(Kix) thru Tatham-Laird(Chi) will sponsor the Friday portion of Ding Dong School (NBC-TV Mon thru Fri 10-10:30am.)

AMANA REFRIGERATION thru Maury, Lee & Marshall, has purchased the Thursday, 4:15-4:30pm segment of the Kate Smith Show (NBC-TV Mon thru Fri 4-5pm) effective February 19, for 13 weeks.

PROCTER & GAMBLE(Ivory, Duz, Crisco) thru Compton, has renewed sponsorship of Guiding Light(CBS-TV Mon thru Fri 12:45-1pm) for 52 weeks.

S. J. JOHNSON thru Needham, Louis & Brorby is using its network television programs, Robert Montgomery Presents and The Name's the Same, to introduce its new wax product, Jubilee.

MOTOR PRODUCTS CORP(Motor Equipment & Auto Accessories) thru Roche, Williams & Cleary, has purchased the Thursday 1:30-1:45pm segment of the Garry Moore Show (CBS-TV Mon thru Fri 1:30-2pm) for 52 weeks, effective January 8.

LOCAL STATION ACTIVITY

WJZ-TV(Ch 7) - Pet Party; RENEWAL for 13 weeks; Sat 5:45-6p.m; Sponsor - Hartz
New York Mountain Products through Kenneth Radar Co; ~~Pro~~-Dir-Jack Buchholtz;
Jean Alexander joins Mignon Smith and announcer Johnny McKnight
as member of cast beginning Jan 24;

Rootie Kazootie; ADDED SPONSORSHIP; Gordon Baking Company (Silver-cup Bread) Wed&Fri 6-6:15pm. starting Wed, Feb 11 on 52-week contract basis; thru N.W.Ayer; Series seen 6-6:15pm Mon thru Fri, Sat 10:30-11am; Sponsor Thu eve is Weston Biscuit Co and Sat morning, Walter H Johnson Co for "Powerhouse" candy bars.

Levolor Short Story Theater; LAST SHOW Jan 27; Debut Oct 28; Tue 8-8:15pm & Fri 11:15-11:30pm; Sponsor - Levolor Lorentzen (venetian blinds) thru Friend-Reiss-McGlone; Short dramatic films introduced by Mary Kay, produced in Hollywood for TV by Tee Vee Film Co; Marc Frederic, executive producer.

WOR-TV(Ch 9) - Bob Dana's Dining Tips; NEW TIME & FORMAT Jan 29; Thursday 5-5:15pm;
New York Sponsor - Canada Dry Ginger Ale thru J M Mathes; Writer-Producer - Cecil Widdefield; Director - Lewis Freedman; Bob Dana, NY Telegram-Sun, right-club columnist, and Judy Hall, will be seen in their studio offices in informal "rehearsals" of the show. Will continue to highlight well-known NY restaurants; Charles Trolle, French chef, will be guest Jan 29.

Merry Mailman; HIGHLIGHT Jan 31-Feb 6; Mrs. Lois Meistrell, noted canine authority will preview the internationally famous Westminster Kennel Club Dog Show, Madison Square Garden Feb 9-10; Mrs. Meistrell will acquaint audience with care, training, etc. of a Westminster champion; most of the dogs to be seen will be exhibited in the Westminster Show; Prod - Sandy Howard; Mon-Fri 6-6:30 Sat 2-2:30pm.

RECEIVED BY THE DIRECTOR, FBI, ON 10-10-68

TO: DIRECTOR, FBI (100-441100) FROM: SAC, NEW YORK (100-158861) (P)

SUBJECT: JAMES EARL RAY, AKA; ALLEGED ATTEMPT TO OBTAIN PASSPORT FOR TRIP TO AFRICA

RE NEW YORK TELETYPE TO BUREAU, OCTOBER NINE LAST, AND BUREAU TELETYPE TO NEW YORK, OCTOBER TEN LAST.

IT IS REQUESTED THAT YOU ADVISE THE NEW YORK OFFICE OF ANY DEVELOPMENTS.

ADMINISTRATIVE

1. The New York Office is requested to advise the Bureau of any developments regarding the above subject.

2. The New York Office is requested to advise the Bureau of any developments regarding the above subject.

3. The New York Office is requested to advise the Bureau of any developments regarding the above subject.

4. The New York Office is requested to advise the Bureau of any developments regarding the above subject.

5. The New York Office is requested to advise the Bureau of any developments regarding the above subject.

100-441100

100-441100

LOCAL STATION ACTIVITY (Cont'd)

- WOR-TV(Ch 9) - Merry Mailman Commercial Spots & Adjacencies; NEW SPONSORS Feb 2; New York Kerr's Butter Scotch Inc has purchased live announcements to promote Butter Scotch Candy Mon,Tues,Wed & Fri; Thomas Leeming Co for Bengay have purchased 20-second station breaks immediately preceding and following on Mon,Tues & Fri; National Biscuit Co has bought one-min participations following the program on Mon,Tues, Wed & Fri; children's show seen Mon thru Fri 6-6:30pm, Sat 2-2:30pm.
- TV Dinner Date; NEW SPONSOR Feb 3; Tues&Thurs 6:30-7:30pm; United Cigar-Whelan Stores Corp has purchased 7-7:30 segment through Product Advertising; show features singer-emcee Bill McGraw with WOR-tv orchestra under Emerson Buckley; a female singer is guest each week.
- WPIX(Ch 11) - Major League Baseball Season; Beg Mon, Apr 13, 158 New York Giant & New York Yankee games will be telecast; this will include 24 road games; Mon, Apr 13, Yankees vs Senators in Washington; 2 Yankee exhibition games will be seen prior to start of season, one Fri, Apr 10 from Yankee Stadium with Bklyn Dodgers; Giants open at Polo Grounds Thurs, Apr 16 with Bklyn Dodgers; Giants' sponsor - Chesterfield; Yankee sponsor - Ballantine beer & ale except third & seventh innings which will be sponsored by White Owl cigars. Yankee Stadium games start at 2pm, doubleheaders at 1:30pm; doubleheaders on Sunday start at 2pm; Polo Ground games start at 1:30pm, Sunday games at 2pm. Annrs - Russ Hodges & Ernie Harwell for Yankees, Mel Allen & others for Yankees; Prod - Jack Murphy; Tech Dirs-Stan Palasek, Vic Grenier.
- A Day With The Giants; RETURN; Apr 16 1:15pm before all home games from Polo Grounds; Laraine Day stars; Prod - Jack Murphy; Club-House Interviews, post-game feature, will follow immediately all home games.
- State of the Union Message (from network pool, see Pg 2); Mon Feb 2 12:15pm.
- Talent For Tomorrow; DEBUT Feb 1; Sun 2:30-3pm; Sponsor - Artists Guild of America (a school); Prod - Norman King & Assoc; Dir - Ted Estabrook; Hal Tunis, disk jockey, will emcee; show will have general appeal with heavy emphasis on developing new talent, particularly from Broadway scene; a fashion segment will show latest developments in field of designing.
- Broadway Camera; HIGHLIGHT Jan 28; Mon, Wed, Thu & Fri 7:15-7:30pm; Frank Farrell, NY World-Telegram & Sun columnist who is subbing for Hy Gardner, will have Constance Moore, Hollywood singing star as guest.
- Your Neighbor; DEBUT Jan 24; Sat 6:30-6:40pm; Dir - Robert Busch; Emcee - David Piel; show is designed to acquaint New Yorkers with outstanding members of their community; HIGHLIGHT Jan 31; Guest - John Sirignano, Jr. will receive WPIX "Neighbor of the Week" award.
- WGN-TV(Ch 9) - The City Editor; DEBUT Jan 30; Fri 7:15-7:30pm; Sustaining; Clem Chicago Lane, city editor of Chicago Daily News, will tell stories of the news & headlines of the past, how "scoops" were made; annr Frank Babcock will discuss "Headlines of the past."

KECA-TV(Ch 7) Report to the People; HIGHLIGHT Tues, Jan 27, 10:30-11:00pm; Sustaining; First of two telecasts in which Governor Earl Warren will discuss \$1,327,000,000 California budget, biggest in State's history; Chet Huntley, ABC's top West Coast news analyst will discuss budget with Warren; second Report Tues, Feb 3, 10:30-11pm to be announced.

FILM REPORT

FOREIGN INTRIGUE SHOOTING STATISTICS FOR 18 MONTHS, released last week, indicate that 140,272½ feet of film was the actual footage seen by audiences of the 59 plays used on the program, this compared with 841,632 feet of total film footage shot in 182 cities and towns. Of 703 actors used (612 men & 91 women), 14 nationalities were represented, with only three actors, other than stars Jerome Thor and Synda Scott having appeared more than twice.

CBS-TV FILM SALES TO DISTRIBUTE ANNIE OAKLEY & TAGG, to be produced for Annie Oakley Productions by Gene Autry's Flying A Pictures. Mitchell J. Hamilburg, Hollywood talent agent, and president of AOP, consummated the syndication service deal with Merle S. Jones, VP in Charge of CBS Owned Station and General Services, and Fred J. Mahlstedt, Director of Operations for CBS Television Film Sales.

VAN PRAAG PRODUCTIONS EXPANDS NY FACILITIES. As an outcome of experiments made by a special unit to improve TV commercial filming techniques, the Van Praag company now uses a new wide-angle lens, and with improved lighting, has been able to film in areas never before deemed practical.

WPIX, NY LOCAL OUTLET, OBTAINS EXCLUSIVE ON UNITED ARTISTS FEATURES, some produced as recently as 1951. The 26 independently produced films mark the third package purchased by WPIX in recent weeks, the others including 41 features distributed by Atlantic Television Corporation, and 14 English films produced by Sir Alexander Korda. Among the films in the UA package are "Lured", "Heaven Only Knows", "The Long Night", "Carnegie Hall", "Atlantis", and "Voice in the Wind."

FRANK TASHLIN CO. INCORPORATED IN CALIFORNIA AS TV FILM PRODUCERS. Tashlin, director-writer of "Son of Paleface" is president; Lester Linsk, vice-president and Charles E. Trezona, secretary-treasurer. Gang, Kopp & Tyre is the law firm representing the new corporation.

ITALIAN FILM EXPORT TO PROTECT TV RIGHTS FOR ITALIAN PRODUCERS, making up special packages of features and supervising distribution of films in the U.S. Actual distribution will be done by US TV film distributors. In addition, the trade firm headed by Ralph Serpi, will do a public relations promotion for Italian film product. Among the companies represented by IFE are Cinex, Amat, Rizzoli, Panaria, Titanus, Ponti-de-Laurentia and Lux Films.

NY RESTAURANT CHAIN TO FILM VARIETY SERIES, to be produced for them under supervision of Harry Anger of General Artists Corp. Joe Cates is listed as producer of the films which will star Don Cornell and Jean Martin. Films will be open-ended, with Chock Full O'Nuts, the sponsor, planning to sell the series to local sponsors in other markets.

MARION GERING OF G-L ENTERPRISES, INC has signed with Dr. Sandro Pallavicini of INCOM in Rome to co-produce "Theatre of the Doomed", a series of scripts with continental background by Aubrey Wisberg. A series of half-hour movies in English for TV distribution in the States will result as well as complete motion pictures with Italian dubbed in, each made up of 3 or 4 TV movies, for world distribution outside US.

NEWS DIGEST

NEW YORK AREA NIELSEN RATINGS RELEASED, based on a cross section of non-telephone and telephone TV homes in 21 counties within a 50 mile radius of NYC. Based on the average per telecast for the four weeks ending January 10, the first ten programs were:

<u>Program</u>	<u># of Telecasts</u>	<u># Homes (000)</u>
I Love Lucy	4	2,132
Godfrey & Friends (Liggett & Myers)	4	1,609
Godfrey's Talent Scouts	4	1,454
Godfrey & Friends (Pillsbury)	2	1,441
Dragnet	3	1,360
Texaco Star Theater	3	1,298
Strike It Rich	4	1,244
Godfrey & Friends (Toni)	2	1,234
Life With Luigi	3	1,195
Toast of the Town	4	1,176

TV-AREA HOOPERATINGS FOR DECEMBER, 1952, COVERING 12 CITIES, show I Love Lucy in first place in nine of the twelve, NY, Chicago, LA, Phila., Detroit, Boston, Washington, Cleveland and Atlanta. Colgate Comedy Hour (Bob Hope) was first in San Francisco; Talent Scouts was No. 1 in Baltimore and Dragnet topped the list in Cincinnati. Second place was shared by four programs, Talent Scouts (7 cities), Groucho Marx (2), I Love Lucy (2), and What's My Line (1).

NEW NETWORK AFFILIATIONS: To ABC-TV: KFOR-TV(Ch 10), Lincoln, Nebraska, becomes ABC's 79th TV affiliate on or about April 1. George Smith is General Manager of the new outlet which is owned by the Cornbelt Broadcasting Co. To CBS-TV: WKNB-TV(Ch 30), New Britain, Conn., (Jan 30); WBRE-TV(Ch 28), Wilkes-Barre, Pa (immediately); KFEQ-TV(Ch 2), St. Joseph, Mo., (April 1); WHP-TV(Ch 55), Harrisburg, Pa (March 15) and WCOV-TV(Ch 20), Montgomery, Ala., (March 1).

CBS SIGNS PERFORMER; NBC SIGNS PRODUCER, TO LONG-TERM CONTRACTS. Dean Miller, young comedian-MC, who was a TV performer in Cincinnati, prior to being signed by MGM, for whom he made four pictures since 1951, has signed an exclusive, long-term contract with CBS-TV. His first assignment will be to substitute for Art Linkletter on his daytime show during the latter's one-week vacation late in February. Edmund Beloin, radio and motion picture writer and producer, has signed to produce TV programs for NBC-TV. Recently, a play he co-authored, "In Any Language", was produced on Broadway. His first assignment will be to take over production of the Robert Cummings My Hero films, working on a "lend-lease" basis from the network to Official Films for this series.

JOHN E. PEARSON TELEVISION FORMED by head of the radio station representative company which also bears his name. Pearson will be president, with other officers being Russell Walker, Jr. and William Wilson, NY, Frank Reed, Chicago, and James Bowden, Minneapolis, vice-presidents, and Agnes Ann Pearson, secretary and treasurer. In addition to WFFG-TV, Atlantic City, for which the firm is already at work, other stations which Pearson will represent include KCBD-TV, Lubbock, Texas; WHIZ-TV, Zanesville, Ohio; WOSH-TV, Oshkosh, Wis; KGKL-TV, San Angelo, Texas; KFSA-TV, Fort Smith, Arkansas and WOUC, Chattanooga.

COLUMBIA BROADCASTING SYSTEM PHONE NUMBER CHANGE. Effective February 1 phone number is Plaza 1-2345. This replaces old number--PL 5-2000.

TALENT SHOWSHEET FEBRUARY 2-8, 1953

PROGRAM

NET TIME(EST)

TALENT ROSTER

Most of the shows on January 30, 31, February 1 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, February 6. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY JANUARY 30
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|                                          |          |                                                                                                                    |
|------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)              | CBS 8pm  | <u>Papa's Day In Court</u> - (O) by Max Wilk; with<br>regulars & Jack Sheehan; (SD)                                |
| <u>Dark Of Night</u><br>(Carl Low)       | DuM 8:30 | Philip Kenneally, Treva Frazee, Karl Lukas, Dick<br>Hamilton, Skedge Miller, Joe Boland, Allan Hale                |
| <u>Aldrich Family</u><br>(Bobby Ellis)   | NBC 9:30 | <u>Henry's Lucky Day</u> - (O) by Theodore & Mathilde<br>Ferro; with Royal Beal, Doris Rich, Sammy Birch           |
| <u>Tales Of Tomorrow</u>                 | ABC 9:30 | <u>Two Faced</u> - (O) by David Durston; with Richard<br>Kiley, Reba Tassell, Mario Badolati, Zolya<br>Talma; (SD) |
| <u>Our Miss Brooks</u><br>(Eve Arden)    | CBS 9:30 | regulars & Leonard Smith (SW & SD) (FILM)                                                                          |
| <u>Twenty Questions</u><br>(Jay Jackson) | DuM 10pm | Gregory Ratoff & regulars                                                                                          |

SATURDAY JANUARY 31  
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<u>It's Worth Knowing</u> (James Macandrew)	WCBS 3pm	<u>The Art Of Vocal Music</u> - with Nanette Guilford, Jean Heisey, William Aubin (all S), Don Gillis (composer)
<u>NBC-TV Opera Theater</u>	NBC 5pm	<u>The Marriage</u> - by Bohuslav Martinu; with Donald Gramm, Sonia Stollin, Michael Pollock, Winifred Heidt, Andrew McKinley, Lloyd Harris, Robert Holland, Ruth Kobart, Leon Lishner (all S), Anne Pitoniak
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Morton Downey (S), Betty Ann Grove (S), Art Fow- ler (M), Bettina Thayer (S)
<u>Jackie Gleason</u>	CBS 8pm	kill: Jeanette MacDonald; add: Kay Starr (S)

SUNDAY FEBRUARY 1
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|                                                |           |                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Tootsie Hippodrome</u>                      | ABC 12N   | Torelli's Circus                                                                                                                                                                                                                                                                                |
| <u>American Inventory</u>                      | NBC 2pm   | <u>The Joy Of Singing</u> - with performers Sandra War-<br>field, Helen Merritt, Frank Carroll (all S) &<br>judges Rise Stevens (S), Miles Kastendieck (critic), Thomas<br>Scherman (conductor), Leonard Sillman (producer) (REPEAT OF<br>DEC 14 SHOW WHICH WAS INTERRUPTED BY SPECIAL ADDRESS) |
| <u>Invitation Playhouse</u>                    | WCBS 2:30 | <u>The Long Night</u> - (O) by Blake Edwards, (A) by<br>William Asher; with Shepherd Menken, Robert Dice,<br>Aline Towne; Dir by Asher; (FILM)                                                                                                                                                  |
| <u>Lamp Unto My Feet</u><br>(Dr. Lyman Bryson) | CBS 3pm   | <u>On The Ropes</u> - (O) by Palmer Thompson; with<br>William A Lee, Hal Forrest, Jean Pearson, Vincent<br>Barbi; (SD)                                                                                                                                                                          |















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|------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Talent Scouts</u><br>(Arthur Godfrey)       | CBS 8:30   | Gabriella Ruggiero (S), Jack Drummond (S),<br>Charles Dauber (M)                                                                                                                                                                                                                                                                              |
| <u>Voice Of Firestone</u><br>(Howard Barlow)   | NBC 8:30   | Mildred Miller (mezzo-soprano)                                                                                                                                                                                                                                                                                                                |
| <u>H'wood Opening Night</u><br>(Jimmie Fidler) | NBC 9pm    | <u>The Shepherd Touch</u> - (O) by John Jay; with Diana<br>Lynn, Henry Brandon; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                          |
| <u>Red Buttons</u>                             | CBS 9:30   | Teresa Brewer (S), Sammy Birch, Karl Lukas, Arny<br>Freeman, Janet Paul & regulars                                                                                                                                                                                                                                                            |
| <u>Robert Montgomery</u>                       | NBC 9:30   | <u>Element Of Risk</u> - (O) by Mark Derby, (A) by<br>Agnes Eckhardt; with Brian Aherne, Diana Douglas,<br>Isobel Elsom, Berry Kroeger, Phillipa Bevans, Norman Barr,<br>Byron Russell, Gregory Morton, Anne Francine, Denis Green,<br>Therese Quadri, Marcel Hillaire, Walter Kohler, Ralph Stantley,<br>Jan Leighton; (SD) by Herbert Swope |
| <u>Studio One</u>                              | CBS 10pm   | <u>Mark Of Cain</u> - (O) by Stanley Niss; with Mildred<br>Dunnock, Everett Sloane, Warren Stevens, Robert<br>Simon, Helen Auerbaah, Tom McElhany, Zamah Cunningham, Doug<br>Rodgers, Elliott Saunders; (SD) by Franklin Schaffner                                                                                                            |
| <u>Who Said That?</u><br>(Walter Kiernan)      | NBC 10:30  | June Lockhart, John Mason Brown (critic), Gene<br>Raymond, Frank Conniff (NET EXCEPT WNBT)                                                                                                                                                                                                                                                    |
| <u>Dangerous Assignment</u><br>(Brian Donlevy) | WNBT 10:30 | <u>The Havana Microfilm Story</u> - (O) by Robert S Ryf<br>& Larry Rhine; with Ben Astar, Ed Colman, Don<br>Harvey, Howard Joslin, Leonard Penn, Lyle Talbot, Jean Tatum,<br>Gil Warren; (SD) (FILM)                                                                                                                                          |

TUESDAY FEBRUARY 3

|                                              |          |                                                                                                                                                                                                                    |
|----------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Texaco Star Theater</u><br>(Milton Berle) | NBC 8pm  | Frank Sinatra (S), Joan Blondell; add Phil Charig as script writer                                                                                                                                                 |
| <u>Fireside Theater</u><br>(Frank Wisbar)    | NBC 9pm  | <u>I Cover Korea</u> - (O) by Forrest Kleinman; with Marguerite Chapman, Donald Woods, John Dehner, Gordon Barnes, Art Marshall, Clarence Lung, Richard Loo, Stephen Chase, Edward Earle, Bill Boyett; (SD) (FILM) |
| <u>Crime Syndicated</u>                      | CBS 9pm  | <u>The Shark</u> - (O) by Silverman; with Grant Richards, Robert Harris, Viola Harris, Harry Kadison, John Marley, Frances Ingalls, Harry Worth, Elmer Lehr, Jack Klugman, Ray Gordon, Joseph Silver; (SD)         |
| <u>Where Was I?</u>                          | DuM 9pm  | add Bill Cullen as regular panelist                                                                                                                                                                                |
| <u>Suspense</u>                              | CBS 9:30 | <u>Mutiny Below</u> - (O) by Cedric Mentiplay, (A) by Raphael Hayes; with Eddie Albert, Murray Hamilton, Victor Beecroft, Cameron Prud'homme, Lee Madden, Glen Charles Gordon; (SD)                                |
| <u>Armstrong o Theater</u>                   | NBC 9:30 | <u>Pilgrimage</u> - (O) by Anne Howard Bailey; with Fay Bainter, Jessie Royce Landis, John Connell, Nancy Devlin, Frank Lyons, Perry Ivins, Suzanne Kaaren, Sally Jessup, Lyndsay Keene; (SD)                      |







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Danger CBS 10pm Footfalls - (O) by Wilbur Daniel Steele, (A) by Hedda Rosten; with Walter Slezak, Ben Gazzara, Henry Jones, Sid Cassell, Bruno Wick (REPEAT OF 1/9/51)

|                         |            |                                                                                                                 |
|-------------------------|------------|-----------------------------------------------------------------------------------------------------------------|
| <u>Demi-Tasse Tales</u> | WCBS 10:30 | <u>Closeup</u> - with Ann Dvorak, Don Woods, John Gallaudet, Thurston Hall; Prod & Dir by Frank Woodruff (FILM) |
|-------------------------|------------|-----------------------------------------------------------------------------------------------------------------|

WEDNESDAY FEBRUARY 4  
 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

A Date With Judy      ABC 8pm      regulars & Malcolm Beggs, Eda Heinemann, Edythe  
(Mary Linn Beller)      Wood; (SW & SD)

I Married Joan NBC 8pm regulars & Mary Ellen Kay, Hal March (SW & SD)  
(Joan Davis) (FILM)

Cavalcade Of America NBC 8:30 New Salem Story - (O) by DeWitt Bodeen; with James Griffith, Lloyd Corrigan, Jeff Donnell, Louis Jean Heydt, Ken Harvey, George Wallace, Kathryn Card, Dorothy Vaughn, Sam Flint; Dir by Jules Bricken (FILM)

Kraft TV Theater      NBC 9pm      The Chess Game - (O) by Robert H. Lindsay; with  
Joey Walsh, Russell Collins, Robert Carroll,  
Sally Chamberlin, Nan Bryant, Gene O'Donnell, Nell Harrison;  
(SD) by Maury Holland

Man Against Crime CBS 9:30 Third Rail - (O) by Bill Demling; with Lester  
(Ralph Bellamy) Lonergan, Jr, Irene Champlin, Joseph Leberman,  
Lou Charles, Joe Costa, Craig Neslo, Alfred Hopson, Mabel  
Taylor; (SD) (FILM)

Douglas Fairbanks WNBT 10:30 Dialogue For Two Faces - (O) by Selwyn Jepson, with Joan Tetzl, Scott McKay, Leslie Linder, Natalie Lynne, Elaine Dundy; Dir by Charles Saunders (FILM)

THURSDAY FEBRUARY 5  
 1944

Burns & Allen                      CBS 8pm                      regulars & George Jessel (FILM)

T Men In Action NBC 8:30 The Case Of The Shallow River - (O) by Robert  
(Walter Greaza) Sloane; with Clem Fowler, Constance Ford, Coe  
Norton, Ernest Borgnine, Lamport Hill, Gordon B. Clarke; (SD)

Chance Of A Lifetime      ABC 8:30      Carol Bruce (S)  
(Dennis James)

Ford Theater      NBC 9:30      First Born - (C) by Albert Duffy, (A) by Jerome Gruskin; with Ronald Reagan, Nancy Davis, Paula Corday, Tommy Rettig, Kathryn Card; Dir by James Neilson; Prod by Irving Starr (FILM)

|                                   |          |                                                                                                |
|-----------------------------------|----------|------------------------------------------------------------------------------------------------|
| <u>Martin Kane</u><br>(Lee Tracy) | NBC 10pm | Robert Webber, Richard Barrows, Harrison Dowd,<br>Ronald Dawson, Eddie Hyans, Charlotte Knight |
|-----------------------------------|----------|------------------------------------------------------------------------------------------------|

I've Got A Secret CBS 10:30 Faye Emerson, Henry Morgan, Bill Cullen, Jayne  
(Garry Moore) Meadows; guest: Arthur Treacher

Foreign Intrigue WNBT 10:30 F I In Guided Missiles - (O) by Edith & David  
(Jerome Thor & Bublick; with Olof Widgren, Lauritz Falk, Olaf  
Sidna Scott) Bergstrom, Ulla Andreasson, Claes Thelander; Dir by Marcel  
Cravanne (FILM)







FRIDAY FEBRUARY 6

|                                       |             |                                                                                                                                                                                                                  |
|---------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Meet Betty Furness</u>             | CBS 10:45am | Maria Tallchief (D)                                                                                                                                                                                              |
| <u>Schlitz Playhouse</u>              | CBS 9pm     | <u>Manhattan Robin Hood</u> - (O) by Robert J Shaw; with Preston Foster, Steven Terrell, Ralph Reed, Steve Rowland, Dorothy Patrick, Robert Osterloh, Ed Binns, Buddy Swan, Fred Sherman; Dir by Ted Post (FILM) |
| <u>Big Story</u>                      | NBC 9pm     | <u>Wilson McGee, Reporter Star, Orlando, Florida</u> - (O) by Max Ehrlich; with John Rodney, Lillian Udvardy, Frank Sutton, Tom Gorman, Alan Devitt, Harry Bellaver, Army Freeman, Bill Grey; (SD)               |
| <u>Tales Of Tomorrow</u>              | ABC 9:30    | <u>The Build Box</u> - (O) by A. Aulicino; with Vaughn Taylor, Glenda Farrell, Joey Fallon; (SD)                                                                                                                 |
| <u>Our Miss Brooks</u><br>(Eve Arden) | CBS 9:30    | regulars & Joanne Jordan (SW & SD, FILM)                                                                                                                                                                         |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 30 THROUGH FRIDAY FEBRUARY 6

|                                                |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mono-Drama Theater</u>                      | WABD 2:45 | M through F - <u>Crime And Punishment</u> - (O) by Fyodor Dostoyevsky, (A) by Jay Bennett, with Martin Kosleck; 11:15 M through F - <u>The Ghost Of Hamlet</u> - (O) by William Shakespeare, (A) by Jay Bennett, with Jack Manning (REPEAT OF SHOW DONE 1/5-1/16/53); (SD)                                                                                                                                                                                        |
| <u>Mike And Buff</u>                           | CBS 3pm   | M - Mickey Spillane (author)                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <u>The Big Payoff</u><br>(Randy Merriman)      | NBC 3pm   | M through F - add Betty Ann Grove (S), as musical quiz-mistress                                                                                                                                                                                                                                                                                                                                                                                                   |
| <u>Kate Smith</u>                              | NBC 4pm   | F - The DeMarco Sisters (S), Bob And Ray (C); M - Cy Coleman Trio (M), Duval & Co. (magic), Kurt Baum (S); Tu - Deep River Boys (S), James & Mamela Pason; Andre Eglevsky, Melissa Hayden, Janet Reed (all D) in Johann Strauss' <u>Der Fledermaus</u> choreographed by George Balanchine; Lane Brothers (acro); W - Hootor & Byrd (D), Phil Napoleon & His Memphis Five (M); Th - Kateds (D), DeMarco Sisters (S); F - Fred & Elaine Barry (D), Carl Brisson (S) |
| <u>Do You Want To Be A*?</u><br>(Fred Robbins) | WOR 7pm   | F - Mark Stevens, DeMarco Sisters (S); M - Lanny Ross (S), Martha Lipton (S), Billy Reed (club owner); W - Jane Pickens (S), Jackie Kelk                                                                                                                                                                                                                                                                                                                          |
| <u>Short, Short Drama</u><br>(Ruth Woods)      | NBC 7:15  | Tu - <u>Operation Sunshine</u> - (O) by Eric Arthur; with Ernest Borgnine, Joe DiReda, George Petrie, Cliff Robertson, Barbara Joyce, Robert Ludlum, John Pavelko; Dir by Will Gillett; Th - <u>Impersonation</u> - (O) by Anne Howard Bailey; with Joey Walsh, Paul Lilly, Lew Herbert, Blair Davies, Rita Lynn; Dir by Will Jason (FILM)                                                                                                                        |
| <u>Broadway TV Theater</u>                     | WOR 7:30  | M through F - <u>Criminal At Large</u> - (O) by Edgar Wallace; with Basil Rathbone, Estelle Winwood, Anthony Kemble-Cooper, Pat O'Malley, Naomi Riordan, Peter Donat, Neil Fitzgerald; Staged by Gerald Savory; Dir by Robert Blum                                                                                                                                                                                                                                |
| <u>Perry Como</u>                              | CBS 7:45  | M - The Four Aces (S)                                                                                                                                                                                                                                                                                                                                                                                                                                             |



UNITED STATES  
DEPARTMENT OF AGRICULTURE

1914-1915

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SATURDAY FEBRUARY 7  
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|                                              |           |                                                                                                                                                                                                       |
|----------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Dick Tracy</u><br>(Ralph Byrd)            | WNBT 6pm  | <u>The Mosquito Murders</u> - (O) by Dwight Babcock & Robert Leslie Bellem; with Joe Devlin, Lyle Talbot, Percy Helton, Patricia Wright, Paul Purcell; Dir by Thomas Carr (FILM)                      |
| <u>All Star Revue</u><br>(Tallulah Bankhead) | NBC 8pm   | Bert Lahr (C), Renzo Cesano, Dolores Martin (S), Phil Foster (C), Patsy Kelly (C), Meredith Willson & Orch, Ron Fletcher & Dancers; (SW) by Joe Stein, Danny & Doc Simon; Prod & Dir by Dee Engelbach |
| <u>Jackie Gleason</u>                        | CBS 8pm   | Jeanette MacDonald (S)                                                                                                                                                                                |
| <u>It's News To Me</u><br>(John Daly)        | CBS 10:30 | Pamela Kellino, James Mason & regulars                                                                                                                                                                |

SUNDAY FEBRUARY 8  
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|                                           |            |                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Invitation Playhouse</u>               | WCBS 2:30  | <u>Mrs. Linnett's Lark</u> - with Lois Austin, Kathleen Hughes, Glenn Dixon, Charles Davis; Dir by William Asher (FILM)                                                                                                                                                                                                                                               |
| <u>Omnibus</u><br>(Alistair Cooke)        | CBS 4:30   | Napoleon's Letters read by James Mason & Pamela Kellino; <u>The Pelican</u> - film with Richard Bordon (camera gun designer); <u>Mr. Lincoln Part 5</u> - with Royal Dano, Joanne Woodward, Jack Warden (FILM); <u>Under The Bridges Of Paris</u> - final Paris Ballet Film Prod & Dir by Jean Benoit-Levy, with Denise Bourgeois, Roger Fenonjois, Guy Laine (all D) |
| <u>Roy Rogers</u><br>(& Dale Evans)       | NBC 6:30   | regulars & Pat Brady, Pedro Regas, Milicent Patrick, Tina Menard, Jim Diehl, Fred Graham, Steve Raines, Augie Gomez, Russ Scott, Harry Harvey; (FILM)                                                                                                                                                                                                                 |
| <u>Red Skelton</u>                        | NBC 7pm    | Nat "King" Cole (S)                                                                                                                                                                                                                                                                                                                                                   |
| <u>Opera Cameos</u>                       | WPIX 7:30  | <u>Faust</u> - by Charles Gounod, with Nicola Moscona, Maria Costa, Kayton Nesbitt (all S)                                                                                                                                                                                                                                                                            |
| <u>Colgate Comedy Hour</u><br>(Ben Blue)  | NBC 8pm    | June Havoc, Bob Crosby (M), Mimi Benzell (S)                                                                                                                                                                                                                                                                                                                          |
| <u>Toast Of The Town</u><br>(Ed Sullivan) | CBS 8pm    | <u>The Disney Story</u> - with film clips from <u>Peter Pan</u> & other Disney films & shorts                                                                                                                                                                                                                                                                         |
| <u>Goodyear TV Playhouse</u>              | NBC 9pm    | <u>The Reluctant Citizen</u> - (O) by Paddy Chayefsky; with Joseph Buloff, James Daly, David Opatoshu, Irja Jensen, Werner Klemperer, Wendy Drew, Wolfe Barzell, Charlie Mayer, Carl Jacobs, Mary Morris, Jose Gonzalez; (SD) by Del Mann                                                                                                                             |
| <u>General Electric Thtr</u>              | CBS 9pm    | <u>Ride The River</u> - (O) by Douglas Heyes; with Broderick Crawford, Skip Homeier, Neville Brand, Virginia Gregg, Helene Stanley; Dir by Sheldon Leonard (FILM)                                                                                                                                                                                                     |
| <u>The Doctor</u><br>(Warner Anderson)    | NBC 10pm   | <u>Decision</u> - (O) by Gene Levitt & Adrian Spies; with Wesley Addy, Anne Jackson, John McQuade, Dora Clement, Rose Tobias, Robert Lieb, Frank Tweddell, Kem Dibbs; Dir by Robert Aldrich (FILM)                                                                                                                                                                    |
| <u>Adolphe Menjou's Favorite Story</u>    | WNBT 10:30 | <u>The Phantom Rickshaw</u> - (O) by Rudyard Kipling, (A) by Lawrence & Lee; with Adolphe Menjou, Edward Norris, Ann Kimbell, Forrest Taylor, Gertrude Michael, R. Lalzingsh, Peter Brocco; Dir by Sobey Martin (FILM)                                                                                                                                                |







# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: February 1 - 7 |      |                             |     |      |      |      |     |      |     |
|----------------------------------------------------------------|------|-----------------------------|-----|------|------|------|-----|------|-----|
|                                                                |      | Total Hours Network Service |     |      |      |      |     |      |     |
|                                                                |      | ABC                         |     | CBS  |      | DuM  |     | NBC  |     |
|                                                                |      | Comm                        | Sus | Comm | Sus  | Comm | Sus | Comm | Sus |
| Time on-)                                                      | Live | 2                           | 1*  | 6½   | 4 ¾  | 1    | --  | 14¼  | 5½  |
| 12 noon )                                                      | Film | --                          | --  | ½    | --   | --   | --  | --   | 5½  |
| 12 noon-)                                                      | Live | 2                           | ½   | 18 ¾ | 6 ¾  | 2¼   | 7½  | 15   | 6   |
| 6:00 pm )                                                      | Film | --                          | --  | --   | 2¼   | --   | --  | 2¼   | --  |
| 6:00 pm-)                                                      | Live | 5½*                         | 5*  | 16 ¾ | 3¼   | 13¼  | 6   | 18 ¾ | 1½  |
| time off)                                                      | Film | 2½                          | 9 ¾ | 6½   | --   | 2    | --  | 6¼   | --  |
| TOTALS )                                                       | LIVE | 9½*                         | 6½* | 42   | 14 ¾ | 16½  | 13½ | 48   | 13  |
| )                                                              | FILM | 2½                          | 9 ¾ | 7    | 2¼   | 2    | --  | 8½   | 5½  |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of February 1 - 7

| CITY          | STATION  | Total Hrs<br>Trans | Net Hours<br>Service | Live Hrs<br>Loc Only | Nat'l<br>Spots | Movie*<br>Features |
|---------------|----------|--------------------|----------------------|----------------------|----------------|--------------------|
| New York City | WJZ (A)  | 93 ¾               | 24 ¾                 | 30¼                  | 1¼             | 36½                |
| New York City | WCBS (C) | 108                | 66                   | 11¼                  | ½              | 22 ¾               |
| New York City | WABD (D) | 92¼                | 32                   | 17 ¾                 | 2½             | 29½                |
| New York City | WNBT (N) | 119¼               | 63 ¾                 | 27½                  | 2½             | 18 ¾               |
| New York City | WPIX (I) | 87½                | --                   | 47 ¾                 | ¾              | 35½                |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.



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# Ross Reports

FEBRUARY 8-14, 1953

VOLUME 5

NUMBER 6

ON TELEVISION

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

## THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

### Sun(8)

NBC - 3:30-4pm; HIGHLIGHT; A Visit With Carl Sandburg; from WNBT-TV(ON FILM) to the net; Sustaining; Superv - Davidson Taylor, NBC; Prod - Doris Ann, NBC; Dir - Martin Hoade, NBC; Photogs - Thomas Priestley, Jesse Sabin; Sound - George Jordan, Warren Redden; third in series of filmed conversations with distinguished figures of our time featuring Carl Sandburg, American poet, Lincoln biographer and two-time Pulitzer Prize-winner, and Edward Stanley, manager of NBC public service programs. (Bertrand Russell and Robert Frost were previous subjects in series.) The film replaces Juvenile Jury, regularly seen at this time.

ABC - 7:30-8pm; HIGHLIGHT; Hollywood Screen Test; from WJZ-TV(NY) to the net; Sponsor - Ironrite thru Brooke, Smith, French & Dorrance; Pkgr-Prod - Lester Lewis; Dir - Frederic Carr, ABC; Writers - Alton Alexander & Mort Lewis; Host - Neil Hamilton; repeat by special demand of "With Malice Toward None" originally televised on Monday, February 2 in the program's regular time slot (7:30-8pm) on the same network. The play-within-a-play about Lincoln features John Beal, Blair Davies, Constance Clausen, Marie Stroud, Hal Holbrook, replacing Playhouse Seven on this date only.

CBS - 9:30-10pm; DEBUT; Time To Smile; from KNXT(LA) to 31 sta & 20 kine; Sponsor - Bristol-Myers thru Y&R for the Ken Murray Show and Doherty, Clifford, Steers and Shenfield for the Alan Young Show (starting February 15 as a weekly alternate); Prod - Ken Murray; Assoc Prod - Harold Young; Unit Mgr - Bill Martin; Writers - Royal Foster, Martin Ragaway, Milton Charleston; Music - Val Grund; Choreog - Virginia Johnson; regulars on the Murray show include Laurie Anders ("cowgirl"), vocalists Johnny Johnston and Anita Gordon, the Ken Murray Glamour-lovelies, and a chorus of 20 singers and dancers. Guests on the opening show are Desi Arnaz, Marie Wilson, LA Mayor Fletcher Bowron, Bonzo the Ape, Les Zouris (acro-dancer team), Red Skelton, Jimmy Wakely, Alan Young, Lt. Gov. Goodwin J. Knight. The Young Show will debut on film, then revert to "live" status. Prod-Writers - Bob Mosher, Joe Connally; Assoc Prod - Alan Dinehart; Dir - Bob Finkel; Additional Writers - Phil Sharp and Young; Anncr - Bill Edwards; regulars in the situation comedy will be Mabel Paige, Dawn Addams, Russell Gaige, David Alpert, Rodney Bell, Phil Tead.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.







THIS WEEK(Cont'd)

Mon(9)

DuM - 8-8:30pm; DEBUT; I'm The Law; from WABD(NY) (ON FILM) to 3 sta; Sponsor - Monarch Wine(Manischewitz) thru Donahue & Coe, for 26 weeks; Prod - Cosman Productions; Dir - Jean Yarborough; Writers - David Victor and Jackson Gillis; new crime adventure series stars George Raft supported by a cast of varying Hollywood players.

Thu(12)

CBS - 11:15-11:30am; DEBUT; Bill Cullen Show; from WCBS(NY) to 15 sta(more to be confirmed); Sponsor - Wine Corp. of America(Mogen David) thru Weiss & Geller; Pkgr - Larry White & Bill Cullen; Prod-Dir - Mike Dutton; Writer - Peter Barry; new variety show stars Bill Cullen and features vocalist Betty Brewer and the Milton De Lugg Trio. The time slot was previously occupied by the second quarter-hour of There's One In Every Family, seen on 11-11:30am Mon. thru Sat. except on this day.

Sat(14)

CBS - 9:30-10pm; HIGHLIGHT; Adlai Stevenson's Address at the Eastern States Jefferson-Jackson Day Dinner; from WCBS(NY) to 11 sta(more to be confirmed); Sustaining; Prod by the Special Events & Public Affairs Dept. of CBS, the traditional banquet will be televised from the Waldorf-Astoria, with Walter Cronkite introducing and closing the program. The same dinner last year (at which Stevenson was in attendance) was the occasion for Pres. Truman's announcement that he would not be a candidate for reelection. Since the annual dinner affords the opportunity for special pronouncements, it is expected that the Stevenson address will have particular significance. Meet Millie, normally seen at the time of the talk, will be on from 9-9:30pm, replacing This Is Show Business for this date only.

LAST WEEK'S NETWORK CHANGES

CBS - Break The Bank; LAST SHOW Feb 1; Sun 9:30-10pm; from WCBS(NY) to 22 sta & 33 kine; Sponsor - Bristol-Myers thru Doherty, Clifford, Steers and Shenfield; Pkgr - Ed Wolf; Prod-Writer - Jack Rubin at Wolf; Dir - Lloyd Gross, CBS; Anncr - Win Elliott; MC - Bert Parks; Host - Bud Collyer; Music - Peter Van Steeden; audience participation show started Jan '49 on NBC, moving to CBS on Jan 13, 1952.

DuM - Report Card For Parents; LAST SHOW Feb 2; Mon 8-8:30pm; from WTTG(Washington, DC) to the net; Sustaining; Prod - Mrs. Sophie Altman; educational program which had been heard for several years on radio, was a panel discussion show with four parents and a guest psychiatrist's consideration of youths' problems. It originated on television Dec 1, 1952.

City Assignment; RETURN Feb 6; Fri 8-8:30pm; from WABD(NY) (ON FILM) to 2 sta; Sustaining; Prod - Gross-Krasne Inc, H'wood; Dir's(alt) - Charles Haas & E.A. DuPont, G-K; Writers - Alvin Boretz, Joseph Ruscoll, Charles Robinson, DeWitt & DuPont, Lawrence Kimble, David Chantler & others; Camera - John Boyle; Film Superv - Sherman Rose; Art Dir - Frank Durlauf; Asst Dir - Louis Germonprez; dramatic adventure series centering around a reporter's assignments in a metropolis features Pat McVey, Jane Nigh as regulars, with a varying cast of Hollywood actors. The DuMont series is a re-run of Big Town episodes originally seen on the CBS network Thu 9:30-10pm to 42 sta(including delayed showings). Originating "live" from NY on Oct, 1950, Big Town switched to film (made in H'wood) on Apr 4, 1952. The sponsor, Lever Bros(Clorodent, Rinso, Shadowave), changed from Ruthrauff & Ryan to McCann-Erickson on Jan 1, 1953.



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## NETWORK SPONSOR ACTIVITY

INTERNATIONAL CELLUCOTTON PRODUCTS CO.(Kleenex) thru Foote, Cone & Belding; GENERAL MOTORS thru Kudner; C.H. MASLAND & SONS thru Anderson & Cairns; WILLYS-OVERLAND thru Canaday, Ewell & Thurber; BUICK MOTOR DIV.(thru Kudner; STERLING DIV. OF INTNTL. SILVER CO. thru Young & Rubicam; BENDIX HOME APPLIANCES thru Earl Ludgen; ANSON JEWELRY thru Grey; and GLAMORENE RUG CLEANER thru Ruthrauff & Ryan joined the participating sponsors of Today(NBC-TV Mon thru Fri 7-9:00am) effective Wed Jan 14, the show's 2nd anniversary.

SCOTT PAPER thru J. Walter Thompson has purchased the Thursday portion of Ding Dong School(NBC-TV Mon thru Fri 10-10:30am) effective Feb 5. The previously-announced sponsorship on Fridays by General Mills(Kix) thru Tatham-Laird(Chi) begins Mar 6.

SIMONIZ CO. thru SSC&B will begin sponsorship of Big Story on a 52-week basis (alternating with AMERICAN CIGARETTE AND CIGAR CO(Pall Mall Cigs), also thru SSC&B) effective Feb 6.

## LOCAL STATION ACTIVITY

WABD(Ch 5) - Boxing From Eastern Parkway (Mon 9:30-11pm) will be sponsored locally for 52 weeks, effective Feb 2, by Bayuk Cigars thru Ellington. It is a cooperative network show. Food For Thought (Mon thru Fri 4-4:30pm) has three new participating sponsors: Flako Products(Pie Crust Mix) thru H. B. LeQuatte on Tuesdays; Lewel Industries(Instant-Dip Silver Cleaner) thru Lawrence C. Gumbinner on Wednesdays; and A.P.W. Products thru Hilton & Riggio on Thursdays. Ella Mason, moderator, was replaced on Jan 19 by Virginia Graham.

Life With Buster Keaton (Thu 7:30-8pm) (ON FILM), announced as going off on Jan 29 was reinstated in the schedule on Feb 5 for 4 weeks on a sustaining basis. The previous sponsor was Marcal Mfg. Co(paper products) thru Calkins & Holden, Carlock, McClinton & Smith.

WJZ-TV(Ch 7) - Domestically Yours (Thu 1:30-2:30pm) previously seen twice weekly (Tue & Thu) changed to weekly basis on Jan 15; Sponsor - Bklyn Union Gas Co(Caloric Gas Range) thru N.W. Ayer and Grand Union Super Markets thru French & Preston; Pkgr-Prod - Arthur B. Modell. Women's interest show features Milo Boulton. Tuesday spot has been occupied by Dione Lucas (cooking demonstration show) since Jan 13. Latter program is also telecast on Monday, Wednesday and Friday.

In Our Time; DEBUT Feb 9; Mon thru Fri 10:30am; Sustaining; Public Affairs program (ON FILM) will offer special shorts featuring Boy Scouts, Army, Air Force, CARE and other similar institutions. Station had been opening at 11am on these days. Kitchen Kapers, previously seen from 11:15-12Noon has moved into the 11-11:30am slot, replacing 2nd Cup of Coffee (LAST SHOW Feb 6) in its first quarter-hour segment. Mid-Day Playhouse, film feature show seen across-the-board from Noon-1pm is now seen 11:30am-1pm.

Premiere of "Moulin Rouge"; HIGHLIGHT Feb 10 8-8:30pm; Sponsor - United Artists thru Donahue & Coe; Zsa Zsa Gabor, featured in the John Huston film which stars Jose Ferrer, will act as mistress of ceremonies. Opening night proceeds are for the benefit of the Damon Runyan Memorial Cancer Fund. White Camellia, mystery film series regularly seen 8-9pm is 8:30-9:30pm this date only.







LOCAL STATION ACTIVITY (Cont'd)

- WJZ-TV (Ch 7)  
NY - Channel 7 Day at Macy's; HIGHLIGHT; Feb 12, 12Noon-1pm; Telecast from the store's fifth floor will spot the station's top talent participating with the crowds in Macy's TV and Music Festival. Appearances will be made by Paul Whiteman, Vanessa Brown, Dennis James, Steve Allen, Neil Hamilton, Irene Wicker, Nancy Craig, Jack Barry, Ed & Pegeen Fitzgerald, Mr. Deetle Doodle (of Rootie Kazootie), and Peggy O'Hara (Miss Channel 7). Viewers will also be shown new TV sets and equipment. Dir - Ray Abel, ABC.
- Country Editor; HIGHLIGHT; Feb 13, 8:45-9pm (ON FILM); Sponsor - National Homes thru Richard & Co. (Ft. Wayne); special film starring Thomas Mitchell replaces Rudolph Halley's Public Report this date only.
- Guest House; DEBUT; Feb 13, 11:30-11:45pm; Sponsor - House Beautiful Curtains thru Lew Kashuk; Pkgr - Hardie Frieberg & Jay Kashuk; Prod - Jay Kashuk; Assoc Prod - Fluff Blome; Dir - Ray Abel, ABC; Nadeen Day, former dancer and fashion model, is hostess on informal styles and town chit-chat show, and will interview 1 name personality each week. This replaces Playhouse 7, formerly scheduled from 11-11:30pm.
- Meet The Victim; RETURN; Feb 13, 11:45-12Midnight; (ON FILM); 15-minute mystery shorts produced by Sterling Films will run in series under the above new title. Each subject is a complete story. Some of the films have already been used individually on other stations.
- WNBT (Ch 4)  
NY - Today; ADD SPONSOR; Schrafft's Chocolates thru Badger, Browning & Hersey; has purchased a daily 5-minute news segment for the NY area beginning Feb 9 for 13 weeks.
- John Kieran's Kaleidoscope; NEW TIME Feb 12; Thu 7-7:15pm; (ON FILM); Sustaining; Pkgr - International TV Film Prodns; Prod - Paul Moss; Distrib - United Artists TV; Kieran tells a story weekly; was formerly seen Sun 12:15-12:30 thru Feb 1.
- WOR-TV (Ch 9)  
NY - House Detective; RETURN; Feb 9; Mon-Wed-Fri 11:05-11:35pm; Sponsor - TV Home Guild thru Miller; Pkgr-Prod - Cy Newman; Dir - Bob Eberle; In the title role, Cy Newman shows home buyers interiors, exteriors, furnishings. Guest experts in architecture and interior decorating appear, as do prospective buyers. The show was seen on July 1, 1952 thru Sept 5. It is also currently on WPIX Sun 12:30-1pm.
- Gadget Gallery; LAST SHOW Jan 29 Thu 5:15-5:30pm; Sponsor - Jamaica Stove & Furniture Co. & Allen Carpet Co. Pkgr-Prod-Dir - Robert Isaacson; Z.R. Segal MC'd program which began as a bi-weekly on Nov 25, 1952 dedicated to unusual gadgets.
- WPIX (Ch 11)  
NY - Westminster Kennel Club Show; HIGHLIGHT; Feb 9 & 10, Mon & Tue, 9-11pm; Sponsor (Mon) - Nash Dealers, Piel's Beer & Old Gold Cigarettes; (Tue) - latter two plus Kasco Mills (Kasco Dog Food); Madison Square Garden is the scene of the club's 77th annual show for which more than 2565 dogs of 110 different breeds have been entered. Commentators will be Mrs. Sherman R. Hoyt, canine expert, and Jimmy Powers and "Bud" Palmer, WPIX. M. Oakley Bidwell is chief steward.
- KTLA (Ch 5)  
Los Angeles - Ina Ray Hutton All Girl Show; ADDED SPONSOR; Tue 9-10pm; Gold Seal Co. (Snowy Bleach) thru Campbell-Mithun effective Jan 20.



1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1877. It is a formal communication, and it is written in a very formal and dignified style. The President begins by addressing the Congress, and then he proceeds to discuss the state of the Union. He mentions the progress of the country, the state of the economy, and the state of the military. He also mentions the state of the foreign relations of the United States. The letter is a very important document, and it is one of the most important documents in the history of the United States. It is a document that has been read and studied by many people, and it is a document that has been praised for its clarity and its wisdom. The President's letter is a very important document, and it is one of the most important documents in the history of the United States. It is a document that has been read and studied by many people, and it is a document that has been praised for its clarity and its wisdom.

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4. The above information was obtained from the records of the FBI, New York City, and is being furnished to you for your information.

1. The first step is to identify the problem or goal. This involves understanding the current situation and what needs to be achieved. It is important to be clear and specific about the objectives.

1. The first of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized by the government for many years. The second of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized by the government for many years. The third of these is the fact that the majority of the population of the United States is of European descent. This is a fact which has been recognized by the government for many years.

1. The first part of the report is a summary of the work done during the year. It is a brief statement of the results of the work, and is intended to give a general impression of the progress made.

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LOCAL STATION ACTIVITY (Cont'd)

KTLA(Ch 5)  
Los Angeles

- Smilin' Ed McConnell; RENEWED; Sat 11:30-12Noon (ON FILM); Sponsor - Brown Shoe Co.(Buster Brown Shoes) thru Leo Burnett; Prod-Dir-Writer - Frank Ferrin; McConnell and his animal pets and assistants have appeared since Aug 1950, following the long-run radio version. The new contract starts Feb 21.

Spade Cooley Show; ADDED SPONSORSHIP; Sat 8-9pm;  $\frac{1}{4}$  sponsorship by Bristol-Meyers(Vitalis) thru Doherty, Clifford, Steers & Shenfield starts Jan 31;  $\frac{1}{4}$  sponsorship by Welch Co.(Welch Grape Juice) thru DCS&S starts Apr 4 for 26 weeks.

WFIL-TV(Ch 6)  
Philadelphia

- Monday Night Fights; SPONSOR; Mon 10-11pm; General Tire Dealers thru Dittman-Kane(Phila) started sponsorship on Feb 2 of the show emanating from WABD(NY) as Boxing from Eastern Parkway. (See Page 3)

Auto Show; HIGHLIGHT; Mar 1 Sun 2-4:30pm; 19 manufacturers will participate in the program displaying the most recent models produced by the automotive industry domestically and abroad.

WGN-TV(Ch 9)  
Chicago

- Western Frolics; DEBUT; Feb 11, Wed 9-9:30pm; Originating from Ashland Auditorium, the show will feature barn dancing with music by Bill Bailey's Texas Swing Band and vocals by Mary Jane Johnson. In addition to the regulars, a different group of dancers from the local area will be invited to appear in demonstrations of the American barn dance and their interpretations of foreign folk dances.

Learning Brings Adventure; DEBUT; Feb 11; Wed & Fri 1:30-2pm; Produced by Illinois Tech. in cooperation with Myrtle Stahl, Educational Dir, WGN, the series will be devoted to one subject and one professor each week who will deliver both lectures in his particular field of arts, sciences or humanities. Subjects for the first seven weeks include English, Architecture, Physics, Economics, Reading, Mathematics.

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FILM REPORT

DISPUTE BETWEEN SNADER TELESCRIPTIONS AND GROUP composed of Henry and Al Bisno, Samuel Markowich, Ben Frye, United Television Productions and others has been settled in favor of the former party. Louis D. Snader has been given complete ownership by interim award of arbitrator Samuel H. Rosenbaum, who returns on Feb 18 for final disposition of the dispute. The Bisos and Markowich must remove Snader's name from their TV sales organization, to be liquidated by order of the arbitrator. They have resigned as officers and directors of Snader Transcriptions, with their stock ownership in the company transferred to Snader interests.

NOW SCORING AND EDITING THE FIRST THREE "DUFFY OF SAN QUENTIN" TELEFILMS, Berman Berman Swartz and Walter Doniger resume shooting about Mar 3. Guest stars in the initial episodes produced at Motion Picture Center were John Ireland, Walter Slezak, Ken Tobey, Arthur Franz and Lawrence Tierney.

GLORIA SWANSON WILL BE MISTRESS OF CEREMONIES AND HOSTESS for the Bing Crosby Enterprises' Crown Theater, a series of 26 half-hour dramatic films based generally on human interest stories and designed for family audiences. Syndicated nationally by CBS-TV, the shows will be released early in April. Charles Winninger, Claude Dauphin, Donald Woods, George Brent and Gloria Jean are among those scheduled to appear.



LOCAL ENTERTAINMENT ACTIVITY (Continued)

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## NEWS DIGEST

NATIONAL NIELSEN RATINGS FOR TOP TEN TELEVISION PROGRAMS for two weeks ending January 10:

| Program                                 | # Homes(000) |
|-----------------------------------------|--------------|
| I Love Lucy                             | 14,550       |
| Rose Bowl Football Game                 | 11,522       |
| Godfrey & Friends (Liggett & Myers)     | 11,060       |
| Texaco Star Theater                     | 10,926       |
| Colgate Comedy Hour                     | 10,820       |
| Buick Circus Hour                       | 10,676       |
| Godfrey & Friends (Toni-Gillette Razor) | 9,854        |
| You Bet Your Life                       | 9,189        |
| Fireside Theater                        | 9,012        |
| Godfrey & Friends (Pillsbury Mills)     | 8,884        |

Because there has been some misunderstanding about the comparative popularity indicated by Nielsen Radio Ratings (Program Audience in percent of all U.S. radio homes) and TV Ratings (Program Audience in percent of TV homes in areas where the program is telecast), percentage ratings are omitted.

A THREE-JUDGE STATUTORY COURT IN NY ruled by a 2-to-1 decision on February 6 that radio and television stations can broadcast giveaway programs so long as they are clearly not lotteries. The court's majority opinion held that no lottery exists where the winner is required to hear or view the program in question and where the winner contributes no money or anything of value.

TELEVISION SETS IN USE IN THE U.S. totaled 21,234,100 as of Jan. 1, 1953 according to an announcement today by H.M. Beville, Jr, NBC Dir of Research & Planning. This new total reflects an increase of nearly 800,000 set installations since Dec. 1, the largest monthly gain since October, 1950. The current figure indicates that more than 46 per cent of all homes in the country are now TV-equipped, compared with 35 per cent a year ago.

GROSS BILLINGS FOR NETWORK TELEVISION IN 1952 scored a 41.3% jump over the 1951 figures. Grand total of the four nets amounted to \$180,794,780, compared to the \$127,989,713 chalked up in '51. By networks, NBC leads with billings of \$83,282,573, followed by CBS with \$69,058,548; ABC, with \$18,353,003, and DuMont, with \$10,140,656.

A SPOKESMAN FOR THE MOTION PICTURE ACADEMY OF ARTS AND SCIENCES said the deal is pending for NBC to pay \$100,000 for television rights of this year's Oscar award ceremony. Sponsorship became necessary for the first time in 25 years when several studios withdrew financial support of the affair. The show is expected to be condensed to about one hour and scheduled at an earlier time for the benefit of the East. The traditionally star-studded dinner may oblige the film companies to sanction the TV appearance of many performers heretofore restrained from the medium.

### PERSONNEL CHANGES

Dwight W. ("Bill") Whiting, former sales manager of KTTV(LA), joins Consolidated Television Sales as western sales manager.....Arnold Fetbrod has joined George F. Foley, Inc. as production coordinator for the new Westinghouse show "Freedom Rings". He was formerly with MCA.....John A. Ettlinger has resigned from the Nat Goldstone Agency in H'wood to handle production reins for Robert Maxwell Associates at Goldwyn Studios.....Robert Alan Aurthur, TV and magazine writer, has joined the staff of Fred Coe at NBC as literary director for "Television Playhouse and script editor for "Mr. Peepers".....Phyllis Adams, formerly a staff producer at WNBT, is now with the Kagan Corporation as production supervisor for "Author Meets The Critics".....Burt Balaban, Dir of programming and production for Paramount Television Productions, Inc., is resigning Feb 15 to become president of Princess Pictures, Inc., an independent company which will produce TV films here and abroad.



1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area.

- 1. [redacted]
- 2. [redacted]
- 3. [redacted]
- 4. [redacted]
- 5. [redacted]
- 6. [redacted]
- 7. [redacted]
- 8. [redacted]
- 9. [redacted]
- 10. [redacted]

2. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

3. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

4. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

5. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

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7. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.

SECRET APPENDIX

8. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities. The [redacted] has been observed in the [redacted] area, and it is believed that it is engaged in [redacted] activities.



TALENT SHOWSHEET FEBRUARY 9-15, 1953

| PROGRAM | NET TIME(EST) | TALENT ROSTER |
|---------|---------------|---------------|
|---------|---------------|---------------|

Most of the shows on February 6, 7, 8 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, February 13. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY FEBRUARY 6  
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<u>Meet Betty Furness</u>	CBS 10:45am	Kill: Maria Tallchief (D); Add: Frank Loesser (composer) and wife
<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>The Skeleton In Nel's Closet</u> - (O) by J. Ross, with regs & Kevin Coughlin, Ralph Robertson, R Castle
<u>Dark of Night</u> (Carl Low)	DuM 8:30	Barry Thomeon, Lois Nettleton, Tom McDermott Robert Downing, Calvin Thomas, Ben Yaffee (SW&SD)
<u>The Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>The Girl From Abbott City</u> - (O) by Budd Grossman with regulars & Donald Foster, Heywood Hale Broun, Joan Potter

SATURDAY FEBRUARY 7
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|                                                   |         |                                                                                                     |
|---------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------|
| <u>Big Top</u>                                    | CBS 12N | Baudy's Greyhounds & Monkeys; Don Dorsey (trapeze); Farias Duo (acros); Vernella & Dottie (Jglers)  |
| <u>Stork Club</u><br>(Sherman Billingsley)        | CBS 7pm | Margaret O'Brien (A), MacDonald Carey (A), Frank Parker (S), Marian Marlowe (S)                     |
| <u>This is Show Business</u><br>(Clifton Fadiman) | CBS 9pm | Guest panelists, Mercedes McCambridge & Henry Morgan; Divena (D), Jan Murray (C), Eileen Barton (S) |
| <u>Your Show of Shows</u><br>(Caesar & Coca)      | NBC 9pm | Marguerite Piazza, guest hostess; Mata and Hari (D)                                                 |

SUNDAY FEBRUARY 8  
 ~~~~~

<u>Lilli Palmer</u>	WCBS 2:45	Walter Hampden
<u>Lamp Unto My Feet</u> (Dr Lyman Bryson)	CBS 3pm	<u>A Positive Man</u> - (O) by Palmer Thompson; with Cliff Cothren, Kermit Murdock, Stuart Germain
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	Kill: <u>Under The Bridges of Paris</u> ; Add: <u>Valentines</u>
<u>Hallmk Hall Of Fame</u> (Sarah Churchill)	NBC 5pm	<u>Lincoln's Little Correspondent</u> - (O) by Hertha Pauli, (A) by Ellen & Richard McCracken; with Dorothy Peterson, Crahan Denton, Ellie Somers, Natalie Trundy, Chas Taylor, David White, Pauline Meyers, Phillipa Bevans, E Ellis
<u>Super Circus</u> (Claude Kirchner)	ABC 5pm	Wang Hong Schu Ensemble (contortionists); Walter Jennier & Buddy (animal); Aerialetta (trapeze); Karpis Trio (jugglers); M T Dome (guest clown)

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<u>You Are There</u> (Walter Cronkite)	CBS 6pm	<u>The Capture of Jesse James</u> - (O)by Leslie Slote; with Helen Warnow, Addison Powell, Jas Westerf'ld, John Boruss, Jas Dean, Carl Frank, Robt Emhardt, Paul Ford; (SD)
<u>Mr Peepers</u> (Wally Cox)	NBC 7:30	(O) by Jim Fritzell, Leonard Holton, Everett Greenbaum; with regulars & Marion Lorne, Pat Benoit, Tony Randall, Georgiann Johnson, Ernest Truex, H Sheppard
<u>Christopher Program</u> (Father Keller)	WOR 8:30	Igor Gorin (S)
<u>Rocky King</u> (Roscoe Karns & Earl Hammond)	DuM 9pm	<u>The Gentle Murder</u> - (O) by E M Davis; with Ralph Dunn, Mitchell Agruss, Phil Sterling, Jean Sorel, Ellen Deming
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>Caesar's Wife</u> - (O) by Gil Braun; with Bob Middleton, Joyce Randolph, Leonard Yorr, Raoul deLeon, Alexander Lockwood
<u>Arthur Murray Party</u> (Kathryn Murray)	DuM 10pm	Baird Puppets, Teresa Brewer (S), Gary Morton (C), Peter Birch (D)
<u>The Web</u>	CBS 10pm	<u>Time For The Piper</u> - (O) by James Costigan; with Michael Higgins, John McLiam, Adrienne Corri, John Hamilton; (SD by Herb Hirshman)

MONDAY FEBRUARY 9

<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>No Mercy</u> - with Luis Van Rooten, Gerry Jedd, Albert Penn; (SW & SD)
<u>Lux Video Theater</u>	CBS 8pm	<u>A Bouquet for Caroline</u> - (O) by John Gay; with Luise Rainer, Lilia Skala, Dean Harens
<u>Homicide Squad</u>	ABC 8pm	<u>Vanishing Couple</u> - (O) by Arthur Hoerl; with Willie Best, Claire DuBrey, Lucien Littlefield, Pat O'Malley, Freeman Lusk, John DeSimone, James Bush, Bettie Best, Clyde Cook, Matt McHugh; (SD) (FILM)
<u>Paul Winchell & Jerry Mahoney Show</u>	NBC 8pm	regulars & Anne Burr, Diana Herbert, Jody Drew; script writer, Sherman Marks
<u>Voice of Firestone</u> (Howard Barlow)	NBC 8:30	Cesare Siepi (bass)
<u>Talent Scouts</u> (Arthur Godfrey)	CBS 8:30	Willoughby Jones (S), Celia Cabot (C), Frank Allen Harmonica Trio, Lynn Brinker (S); Garry Moore substitutes as MC for Godfrey on this & next weeks show
<u>H'wood Opening Night</u> (Jimmie Fidler)	NBC 9pm	<u>False Witness</u> - (O) by James Gunn; with Virginia Field; (SD, FROM HOLLYWOOD)
<u>Red Buttons</u>	CBS 9:30	Georgia Gibbs (S), Elizabeth Watts, Sara Seegar, Bibi Osterwald, Alice Pearce, Jim Nolan & regs
<u>Robert Montgomery</u>	NBC 9:30	<u>The Shadow Line</u> - (O) by Joseph Conrad, (A) by Denis Green; with Skip Homeier, Royal Beal, Walter Burke, Jacques Aubuchon, Jim Boles, Victor Wood, Frank Tweddell, Leslie Barrie, William Podmore; (SD) by Norman Felton

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Studio One

CBS 10pm

CBS 10pm The River Garden - (O) by Grace Boynton, (A) by
James Costigan; with Patricia Collinge, Maureen
Hurley, Dick Webb, Don Keefer, Betsy Palmer, Jos Roman, Donald
McClelland, Rex Williams, Geo Leuing, Naoe Kondo, Jen Ying Yen

Who Said That?
(Walter Kiernan)

NBC 10:30

June Lockhart, Walter Trohan (correspondent, Chicago Tribune). Frank Conniff (NET EXC WNBT)

Dangerous Assignment (Brian Donlevy)

WNBT 10:30

WNBT 10:30 The Alien Smuggler Story - (O) by Robert S Ryf;
with Jane Adams, Jan Arvan, Herb Butterfield,
Paul Marion, Ralph Moody, Arthur W Stowe: (SD) (FILM)

TUESDAY FEBRUARY 10
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Texaco Star Theater  
(Milton Berle)

NBC 8pm

Gloria DeHaven (S), Jack Carter (C), Buster Crabbe (A)

City Hospital  
(Melville Ruick)

CBS 9pm

The Visitor - with John McLiam, Susan Halloran,  
Barbara Bolton, Owen Jordan, Grace Matthews(SW)

Fireside Theater  
(Frank Wisbar)

NBC 9pm

NBC 9pm            The Return - (O) by D A Jowitt; with Gar Moore,  
Marjorie Lord, Martha Hyer, Dayton Lummis, Ches  
Meredith, Jimmie Fairfax, Winnie Chandler, Ivo Henderson,  
Clark Howatt, Robert Davis, Trevor Ward, Eric Wilton; (SD, FLM)

Armstrong o Theater

NBC 9:30

NBC 9:30      The Marmalade Scandal - (O) by Geo Lowther;  
with Mildred Natwick, Pat O'Malley, Melville  
Cooper, John W Austin, Pat Malone, John Martin, Norman Porter,  
Edmond Stevens, MacLean Savage, Beulah Garrick; (SD)

## Suspense

CBS 9:30

CBS 9:30      A Study In Stone - (O) by Ben Radin; with Roger Dann, Wesley Addy, Joan Wetmore, Jay Barney, Tony Bickley, Frank Marth, Louis Lytton, William Crane, Ben Yaffee, Betty Lou Robinson; (SD)

# Danger

CBS 10pm

CBS 10pm      The Second Cup - (O) by Kate Nickerson; with Alan Bunce, Gene Lyons, Lawrence Fletcher, Jos Maross, Irene Vernon, James Westerfield; (SD)

## Your Jeweler's Showcase

CBS 10:30

Roman Interlude - with Gladys George, Ray Teal;  
(FILM)

WEDNESDAY FEBRUARY 11

A Date With Judy  
(Mary Linn Beller)

ABC 7:30

regulars & Perry Fiske; (SW & SD)

# Kraft TV Theater

NBC 9pm

NBC 9pm                      Right You Are - (O) by Luigi Pirandello, (A) by  
Eric Bentley; with Olive Blakeney, Tom Helmore,  
John Alexander, Paula Lawrence, Catherine Doucet, Oliver  
Thorndike, Dwight Marfield, Queenie Smith, Raimonda Orselli,  
Addison Richards, Stephan Garand, Nona Medici, Leopold Badia

Man Against Crime  
(Ralph Bellamy)

CBS 9:30

CBS 9:30      Exclusive - (O) by Burton Benjamin & Robert  
Shaplen; with Norman MacKay, Harold Currier, Eva  
Marie Saint, Harold Gary, Henry Lascoe, Gene Smith, Bob Fitz-  
simmons, John Becher; (SD) (FILM)



EXHIBIT 1

| Name           | Age | Address                        |
|----------------|-----|--------------------------------|
| John Doe       | 35  | 123 Main St, New York, NY      |
| Jane Smith     | 28  | 456 Elm St, Los Angeles, CA    |
| Robert Johnson | 42  | 789 Oak St, Chicago, IL        |
| Mary White     | 31  | 101 Pine St, San Francisco, CA |
| David Brown    | 38  | 202 Cedar St, Houston, TX      |

EXHIBIT 2

| Name             | Age | Address                        |
|------------------|-----|--------------------------------|
| John Doe         | 35  | 123 Main St, New York, NY      |
| Jane Smith       | 28  | 456 Elm St, Los Angeles, CA    |
| Robert Johnson   | 42  | 789 Oak St, Chicago, IL        |
| Mary White       | 31  | 101 Pine St, San Francisco, CA |
| David Brown      | 38  | 202 Cedar St, Houston, TX      |
| Susan Green      | 25  | 303 Birch St, Phoenix, AZ      |
| Michael Black    | 33  | 404 Maple St, Dallas, TX       |
| Jennifer Grey    | 27  | 505 Walnut St, Seattle, WA     |
| Christopher Blue | 30  | 606 Cherry St, Portland, OR    |
| Amanda Pink      | 24  | 707 Peach St, San Diego, CA    |

EXHIBIT 3

| Name             | Age | Address                        |
|------------------|-----|--------------------------------|
| John Doe         | 35  | 123 Main St, New York, NY      |
| Jane Smith       | 28  | 456 Elm St, Los Angeles, CA    |
| Robert Johnson   | 42  | 789 Oak St, Chicago, IL        |
| Mary White       | 31  | 101 Pine St, San Francisco, CA |
| David Brown      | 38  | 202 Cedar St, Houston, TX      |
| Susan Green      | 25  | 303 Birch St, Phoenix, AZ      |
| Michael Black    | 33  | 404 Maple St, Dallas, TX       |
| Jennifer Grey    | 27  | 505 Walnut St, Seattle, WA     |
| Christopher Blue | 30  | 606 Cherry St, Portland, OR    |
| Amanda Pink      | 24  | 707 Peach St, San Diego, CA    |



WEDNESDAY FEBRUARY 11 (Cont'd)  
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Douglas Fairbanks

WNBT 10:30 The Surgeon - (O) by Richard A Simmons and Larry Marcus; with Basil Sydney, Elizabeth Sellars, Andrew Osborn, John Witty, Peter Forbes-Robertson, Sheila Sweet, David Powell, Dianne Bennett, Millicent Wolfe, Diana Chesney, Leslie Godfrey; (SD) (FILM)

THURSDAY FEBRUARY 12
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Guide Right  
 (Don Russell)

DuM 8 pm Lew Parker (C), Frances Faye (S), Beverly Sisters (S), Charlie Barnett (M)

T Men In Action  
 (Walter Greaza)

NBC 8:30 The Case Of The Cornered Man - (O) by Robert Sloane; with Bruce Gordon, Leslie Barret, Sara Floyd, Jas Gregory, Dean Harens, Patricia Ferris, S Bradley

Four Star Playhouse  
 (FILM)

CBS 8:30 Sound Off, My Love - (O) by John & Gwen Bagni; with Merle Oberon, Gordon Oliver, Barbara Billingsley, James Seay, Larry Dobkins, Larry Blake, Ottola Mesmith, Aliz Talton, John Simmons, George Neice, Lucia Carroll

Ford Theatre

NBC 9:30 The Old Man's Bride - (O) by Sigman Byrd, (A) by Edward Hope & Jerome Gruskin; with Joan Leslie, John Agar, Lisa Ferraday, Lloyd Corrigan, Sam McDaniel, Earle Hodgins; Dir by Victor Stoloff; (FILM)

Martin Kane  
 (Lee Tracy)

NBC 10pm John Briggs, Chester Stratton, Merrill Joels, Berry Kroeger, Lynn Reid, Harold Gary, Cameron Prud'homme, Byron Sanders; (SW & SD)

Racket Squad  
 (Reed Hadley)

CBS 10:30 The Dancing Lady - (O) by Lee Loeb; with Jan Clayton, Hugh Beaumont (FILM)

Foreign Intrigue  
 (Jerome Thor & Sidna Scott)

WNBT 10:30 F I In Glass - (O) by George & Gertrude Fass; (A) by Sheldon Reynolds; with Leif Amble-Naess, Stig Olin, Torsten Lilliecrona, Ake Jensen, Ake Egnell; Dir by Marcel Cravenne (FILM)

FRIDAY FEBRUARY 13  
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Meet Betty Furness

CBS 10:45am William Pahlmann (interior decorator)

The Life of Riley
 (William Bendix)

NBC 8:30 Riley's Sister Cissy - with Frank Jenks, Mary Jane Croft, Henry Kulke & régulars; (SD&SW) (FILM)

Schlitz Playhouse

CBS 9pm Mr Greentree & Friend - (O) by A M Seaholm; with Hans Conried, Jackie III, Barbara Billingsley, Roland Winters, Alan Wells, Alvy Moore, Byron Foulgar, Gloria Eaton, Peggy McIntyre, Lanny Reese, Sid Kane, Robert Wilson, Gail Bonney; Dir by Roy Kellino (FILM)

Big Story

NBC 9pm Edward L Blake, Jackson (Miss) Daily News - (O) by Alvin Boretz; with Lin McCarthy, Ted Osborn, Ivy Bethune, John McGovern, Somer Alberg, Archie Smith, Charlotte Knight; (SD)

Tales Of Tomorrow

ABC 9:30 Another Chance - (O) by Frank deFiletta; with Leslie Nielsen, Virginia Vincent, Robert Middleton; (SD)

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THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY
530 SOUTH EAST ASIAN AVENUE
CHICAGO, ILLINOIS 60607-7070
(773) 936-7000

RESEARCH INTERESTS

My research interests are in the area of
the synthesis of new materials.

I am currently working on the synthesis of
new materials for use in the
electronics industry.

I am also interested in the synthesis of
new materials for use in the
pharmaceutical industry.

I am also interested in the synthesis of
new materials for use in the
aerospace industry.

I am also interested in the synthesis of
new materials for use in the
automotive industry.

I am also interested in the synthesis of
new materials for use in the
construction industry.

I am also interested in the synthesis of
new materials for use in the
energy industry.

EDUCATION

B.S. in Chemistry, University of Chicago,
1988

M.S. in Chemistry, University of Chicago,
1990

Ph.D. in Chemistry, University of Chicago,
1992

Postdoctoral Fellow, University of Chicago,
1993-1995

Assistant Professor, University of Chicago,
1995-present

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 6 THROUGH FRIDAY FEBRUARY 13

<u>Today</u>	WNBT 7:25am	M through F - Kathi Norris, Peter Roberts, Jim Coy
<u>Strike It Rich</u>	CBS 11:30am 9pm	M - Bob Hilliard (composer); W(am) - Pat Rooney, Sr
<u>Garry Moore</u>	CBS 1:30pm	W - Roger Price (C); Thu - Elise Rhodes (S)
<u>Mono-Drama Theater</u>	WABD 2:45pm	M through F - <u>Crime and Punishment, Part II</u> - (O) by Fyodor Dostoyevsky, (A) by Jay Bennett, with Martin Kosleck; 11:15 M through F - <u>The Ghost of Hamlet, Part II</u> - (O) by William Shakespeare, (A) by Jay Bennett, with Jack Manning (REPEAT OF SHOW 1/5-1/16/53); (SD)
<u>Mike and Buff</u>	CBS 3pm	F 6th - Christopher Lynch (S); M - Bill Leonard (MC); W - Jay Marshall (C), Felicia Saunders (S); Thu - Skitch Henderson (M); F - Marjorie Steele (A)
<u>Kate Smith</u>	NBC 4pm	M - Jack Cassidy (S), Patricia Marand (S), Wright Brothers (D), Cy Coleman Trio (M); T - Maxellos (acros), Deep River Boys (S); W - <u>Abraham Lincoln's Case</u> , (O) by Brice Howard, with Royal Dano and Ty Perry; Vanderbilt Boys (D), Barbara Carroll Trio (M); Thu - Kateds (D), Five DeMarco Sisters (S), Gaudsmiths (C); F - Nicholas Bros (D), Phil Napoleon & His Memphis Five (M)
<u>Short, Short Drama</u> (Ruth Woods)	NBC 7:15	Tu - <u>Reasonable Facsimile</u> - (O) by Manya Starr & Carol Gluck; with Loretta Daye, Mildred Clinton, Isabella Hoops, Haskell Coffin, Susan Hallaran, Gene Leonard, Val Dufour; Dir by Will Jason; Thu - <u>The Interruption</u> - (O) by Eric Arthur; with Wesley Addy, Judy Parrish, Sara Floyd, Bernard Lenrow, Joseph Fallon; Dir by Dan Petrie; (FILM)
<u>Broadway TV Theater</u>	WOR 7:30	M through F - <u>R U R</u> - (O) by Karel Capek; with Hugh Reilly, Dorothy Hart, James Wyler, Martin Brandt, Victor Varconi, Bruno Wick, Ed Peck; Staged by Ray Boyle; Dir by Robert Blum
<u>Perry Como</u>	CBS 7:45	W - Karen Chandler (S)

SATURDAY FEBRUARY 14

<u>Big Top</u>	CBS 12N	Walter Dick & His All American Boys (tramos), Dick Berg (animal), Marie Louise (trapeze), The Bodos (trampo)
<u>Dick Tracy</u> (Ralph Byrd)	WNBT 6pm	<u>Shaky's Secret Treasure</u> - (O) by Roy Hamilton; with Joe Devlin, Dabs Greer, Lois Hall, Dick Reeves, Stephen Carr; Dir by Thos Carr; (FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Victor Moore (C), Dolores Gray (S), Mark Stevens (A), Charles Carts (card tricks)
<u>All Star Revue</u> (Tallulah Bankhead)	NBC 8pm	Perry Como (S), Joan Blondell (A), Ben Blue (C), Patti Page (S); script by Mort Green & George Foster; choreography by Danny Hocter; Prod & Dir by Joseph Santley; TV Dir by Grey Lockwood; music by Mitchell Ayres' orchestra; designer-Theodore Cooper

Section 1

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Section 11

Section 12

Section 13

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SATURDAY FEBRUARY 14 (Cont'd)

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|---------------------------------------|-----------|---------------------------------------------------------|
| <u>Jackie Gleason</u>                 | CBS 8pm   | Dick Haymes (S)                                         |
| <u>It's News To Me</u><br>(John Daly) | CBS 10:30 | Anna Lee, Quentin Reynolds, Nina Foch, John Henry Faulk |

SUNDAY FEBRUARY 15

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<u>Invitation Playhouse</u>	WCBS 2:30	<u>The Rosebud</u> - (O) by Robert Hill; with Tracy Roberts and Harlan Howe; FILM
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	<u>The Oyster and the Pearl</u> - (O) by William Saroyan with Paul Douglas; <u>Under The Bridges of Paris</u> - final Paris Ballet Film Prod & Dir by Jean Benoit-Levy, with Denise Bourgeois, Roger Fenonjois, Guy Laine (All D) - originally scheduled for Sun Feb 8
<u>Opera Cameos</u>	WPIX 7:30	<u>La Traviata</u> - by Giuseppe Verdi; with Delia Rigal, Renato Capecchi, Carlo Tomanelli, Maria Pugliano, Kayton Nesbitt
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	Don Porter, King Donovan, Fritz Feld, Frank Wilcox, Duff Whitney; (SW & SD) (FILM)
<u>Colgate Comedy Hour</u> (Eddie Cantor)	NBC 8pm	Billy Daniel (D), Tom D'Andrea & Hal March (C), Connie Russell (S), Frank Loesser (composer), Sara Berner (C), Sharon Baird (D)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	<u>Record Industry Story</u> - with film clip from <u>Going My Way</u> with Bing Crosby; Gene Autry (S), Jimmy Boyd & Molly Bee (S), Honeychile Robinson (pianist), Baird Puppets, Roberta Peters (S); Scene from <u>Amahl and the Night Visitors</u> by Gian Carlo Menotti with original cast; Teresa Brewer, Gisele MacKenzie, Sunny Gale, Toni Arden, Joni James (all S), Joe White, Helen Kane (S); Vincent Lopez (M), George M Cohan, Jr (A)
<u>Fred Waring</u>	CBS 9pm	regulars from Los Angeles
<u>Goodyear TV Playhouse</u>	NBC 9pm	<u>Mr Pettengill Here</u> - (O) by David Shaw; with Arthur Treacher, Thomas Coley, Marilyn Clark, Mike Kellin, Michael Strong, Harry Clark, Lonny Chapman, Rex O'Malley, Blair Davies, Ray Van Sickle, Jack Warden, Catherine Copeland, Mary Boylan; (SD) by Vincent Donehue
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>Too Much Evidence</u> - (O) by Warren Townsend; with Marion Brash, John Dennis, Gordon B Clark, Nancy Franklin, Jim Bender, Will Hussung; (SW & SD)
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>Song For A Banker</u> - (O) by Henry Misrock; with Henry Jones, Isobel Elsom, Sally Gracie, Marion Russell, Don Dubbins, Val Dufour, Carl Harbord, Raymond Stricklyn
<u>Adolphe Menjou's Favorite Story</u>	WNBT 10:30	<u>An Eye For An Eye</u> - with Sidney Tafler, Alistair Hunter, Ethel O'Shea, Martin Wildeck, Jonathan Field, Michael Mulcaster; Dir by John Guillermin (FILM)

TALENT AVAILABILITIES

NEW YORK

JUSSI BJOERLING - Returning Met tenor -
MGT: Columbia Art, CI 7-6900

ZSA ZSA GABOR - Moulin Rouge performer -
CONTACT: Mort Nathanson,
United Artists, CI 5-6000

HELEN GALLAGHER - opening in title role
of Hazel Flagg at Hellinger
Feb 11 - PRESS: John Toohey,
CH 4-2644

MICHAEL HIGGINS - appearing with Carol
Teitel in Theatre As You Like
It at Bklyn Academy Feb 21,
LE 2-1100

PAMELA KELLINO & JAMES MASON - film team
AGT: Wm McCaffrey, EL 5-1076

JESSIE ROYCE LANDIS - NY & London stage
favorite - MCA, PL 9-7500

PAT MARAND - Featured ingenue in Wish
You Were Here - PRESS: Leo
Freedman, CH 4-7250

COLETTE MARCHAND - Dancer-Actress
featured in Moulin Rouge - CON-
TACT: Mort Nathanson, Unit Artists

ZINKA MILANOV - Leading Met Soprano -
MGT: NCAC, PL 9-6000

SYLVIA SIDNEY - currently starring in
The Fourposter - PRESS: Wm
Fields, CI 5-7930

MENASHA SKULNIK - star of The Fifth
Season - PRESS: Bernard Simon.
CI 5-7294

GERARD SOUZAY - French baritone - appear-
ing at Town Hall Feb 17 - MGT:
NCAC

MAUREEN STAPLETON - opening in The Em-
peror's Clothes at Barrymore
Mon Feb 9 - AGENT: Peter Witt

MARK STEVENS - H'wood & B'way leading
man in Mid-Summer - PRESS:
Saul Richman, PL 3-7550

ADDITIONS AND CORRECTIONS: 1953 TELEVISION DIRECTORY

Page 2, Col 1 -- NBC Administrative Officers: Frank
White, President, instead of Joseph
H. McConnell

Page 72, Col 1 - NY Artists Representatives And Cast-
ing Agencies: List -- Columbia Artists
Management, Inc., 113 W 57, CI 7-6900
(Artists Representatives only)

STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

NEW YORK

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100 Broadway, New York City

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: February 8 - 14									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1½	1*	5 3/4	5½	1	--	14 3/4	5
12 noon)	Film	½	--	½	--	--	--	--	5½
12 noon-)	Live	2	--	17 3/4	7 3/4	2¼	7½	15½	4½
6:00 pm)	Film	--	--	--	2¼	--	--	1 3/4	½
6:00 pm-)	Live	5½*	5*	16½	3½	13¼	5½	18 3/4	1½
time off)	Film	2½	8 3/4	7	--	2½	½	6¼	--
TOTALS)	LIVE	9*	6*	40	16 3/4	16½	13	49	11
)	FILM	3	8 3/4	7½	2¼	2½	½	8	6

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of February 8 - 14

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WJZ (A)	93 3/4	23¼	30¼	1¼	36½
New York City	WCBS (C)	108	66½	11¼	1¼	22 3/4
New York City	WABD (D)	92¼	32½	17 3/4	3	29½
New York City	WNBT (N)	119¼	62 3/4	27½	2½	19 3/4
New York City	WOR (I)	79	--	29½	--	44½

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

STATION AND LOCAL TV SERVICE

Station and Local TV Service

STATION	LOCAL TV SERVICE	STATION	LOCAL TV SERVICE	STATION	LOCAL TV SERVICE
WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5
WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5
WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5
WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5
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WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5
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WABC-TV	12.5	WABC-TV	12.5	WABC-TV	12.5

STATION AND LOCAL TV SERVICE

FEBRUARY 15-21, 1953

VOLUME 5

NUMBER 7

Ross Reports

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(15)

ABC - 10:15-10:30pm; HIGHLIGHT; The Anti-Semitism of the Kremlin; from WJZ-TV to the net; Sustaining; Rep. Emanuel Celler of N.Y. will deliver the address as a public service feature of ABC; Dir - Robert Doyle.

Mon(16)

DuM - approx. 10:45-11pm; DEBUT; Girl Alone; from WCPO-TV(Cincinnati) to the net; Sustaining; new one-woman show stars Dotty Mack, alumna of the Paul Dixon show, as a young lady who has just returned home from a date, giving viewers a musical recap of her evening by pantomiming hit records. Miss Mack, who goes on at the conclusion of Boxing from Eastern Parkway, replaces Ted Husing's Ringside Interviews, last seen Feb. 9.

Tue(17)

CBS - 8-9pm; HIGHLIGHT; New Orleans Mardi Gras Parade; from WDSU-TV(New Orleans) to the net; Sustaining; first nationwide broadcast of the traditional event will capture the climax of the week-long celebration, the parade of King Comus and his Court. Prod - Paul Levitan, CBS; Anncr - Walter Cronkite; Mgr of Technical Operations - Orville Sather, CBS. Ernie Kovacs otherwise occupies this time slot.

LAST WEEK'S NETWORK CHANGES

ABC - Live Like A Millionaire; LAST SHOW; Feb 7 Sat 7:30-8pm; from WJZ to the net; Sponsor - Charles Antell(Shampoo & Formula 9) thru Television Advertising Associates; Agency Supervisor - Gilbert Green; Pkgr - Masterson, Reddy & Nelson; Prod-Writer - Jerry Bowne, M,R&N; Dir - Ed Leftwich, M,R&N; Musical Dir - Ivan Ditmars; talent show in which variety performer-parents were introduced by their own children to vie for merchandise and cash prizes. Replacement: What's Your Bid?; DEBUT Feb 14; from WJZ-TV to approx 9 sta & 25 kine; Sponsor - Charles Antell(hair products & pills) thru Television Advertising Assoc(Baltimore); Pkgr - R.K.R. Prod'ns; Dir - Robert Doyle, ABC; Tech Dir - Bob Myers, ABC; Designer - Norman Davidson, ABC; MC John Reed King, auctioneer "Liberal Bill" and model Roslyn Woods are regulars on audience-participation show at which bids are taken for varied merchandise, the cash proceeds given each week to designated charities. A guest celebrity will also place for auction an object synonymous with his or her personality.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

NETWORK SPONSOR ACTIVITY

PROCTER & GAMBLE(Duz) thru Compton resumes participating sponsorship of the Garry Moore Show(CBS-TV Mon thru Fri 1:30-2pm) with purchase of three quarter-hour periods (Tue, Wed & Fri 1:30-1:45pm), effective Feb. 10. The order places the show in the "completely sold out" category, other sponsors being Deepfreeze Appliance Division of Motor Products Corp.; Duff Baking Mixes and Ballard & Ballard, divisions of Pillsbury Mills, Inc.; C.H. Masland & Sons; Kellogg Co.; Best Foods, Inc.; and Stokely-Van Camp, Inc.

RIVER BRAND RICE MILLS, INC.(River Brand Rice and Carolina Rice) thru Donahue & Coe has signed to sponsor the 3:30-3:40 segment on Wednesdays of the Paul Dixon Show (WCPO-TV, DuMont's Cincinnati affiliate, Mon thru Fri 3-4pm). The contract is effective Feb. 11 for thirteen weeks.

ADMIRAL thru Erwin, Wasey & Co. for the third consecutive year will sponsor the annual Golden Gloves finals(WGN-TV, DuMont's Chicago affiliate, Fri March 6, 9pm to conclusion; eastern standard time.) The event will be seen on 34 stations. The same sponsor will also present the inter-city bouts originating from WGN-TV to 92 stations, estimated by DuMont to be the largest television network ever assembled for any program or event, on Thu March 26, 9:30pm to conclusion, eastern standard time.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Inside Israel; NEW SPONSOR Feb 15; Sun 1-1:15pm; El Al Israel Airlines Ltd. has signed to sponsor the show for thirteen weeks thru May 10. The previous sponsor, Scrip for Israel, Inc., started with the debut of the show on Oct 19 and continued for thirteen weeks. Prod - Sam Elfert; Dir - Mende Brown; Annr - Ken Roberts; Moderator - Bartley C. Crum; program gives viewers highlights of the week's happenings in Israel, with occasional public figure personalities as guests.

✓ Headline News Edition; ADDED SPONSORSHIP; Feb 17; Mon thru Fri 6:30-6:45pm; B.G. Phillips & Co., an investment firm, has purchased the Tuesday segment for 52 weeks. The show is sustaining on Monday, sponsored on Wednesday, Thursday and Friday by Johnson's Wax thru Needham Louis & Brorby. Prod-Dir - Bill Seamon, WABD; Newscaster - Walter Raney.

Tax Clinic; DEBUT; Feb 18; Wed 7:45-8pm; Alfred Halper, C.P.A. of Halper & Mitchell, will conduct a four-week series on tax problems, based on his experience as a former federal internal revenue agent. Prod - Werner Michel, DuM; Dir - Arnee Nocks, DuM.

Food For Thought; ADDED SPONSORSHIP; Mon thru Fri 4-4:30pm; Wilson & Co.(Ideal Dog Food) has signed for 52 participations on Mondays, effective immediately until Jan 25, 1954; Cott Bottling Co(dietetic carbonated beverages) thru Dowd, Redfield & Johnstone has pacted for 13 participations on Wednesdays, effective immediately thru March 18; Dow Chemical Co.(Saran plastic food wrap) thru MacManus, John & Adams has signed for 13 participations on Fridays, effective until April 17; Morton Packing Co.(chicken & beef pies) thru Griswold-Eshleman has contracted for 6 participations on Wednesdays thru June 3.

Wild Bill Hickok; RENEWAL; Sat 6:30-7pm(ON FILM); The Kellogg Company (Sugar Corn Pops) thru Leo Burnett has renewed its contract for another 52 weeks. Featuring Guy Madison and Andy Devine, the William F. Broidy production (H'wood) was first seen here on Feb 9, 1952.

LOCAL STATION ACTIVITY(Cont'd)

WABD(Ch 5)
New York

- Public National Bank & Trust Co. thru Rose-Martin has bought 52 eight-second identification announcements on Tuesday evenings, beginning Feb. 10 and continuing until Feb. 2, 1954.

WCBS-TV(Ch 2)
NY

- Heritage; HIGHLIGHT; Feb 15 Sun 11:35-11:45am; special film produced by Anti-Defamation League of B'nai B'rith immediately follows The Big Picture as part of the station's observance of Brotherhood Week. Each broadcast day will also open with special films calling attention to the week.

New Sponsors: M. & R. Dietetic Laboratories, Inc.(Pream) thru Ralph Jones(Cincinnati) has purchased the Saturday broadcast of Rain or or Shine; Tue & Thu participations in Kovacs Unlimited; Tue & Wed participations in The Late Matinee; Wed & Sat participations in There's One In Every Family; Fri participations in Teledrama; plus participations in Picture for a Sunday Afternoon; The Clock Strikes Four and a 1:30pm Mon spot announcement. Starting Feb. 9, the order will be effective for 13 weeks.

The Mennen Co.(shaving creams) thru Kenyon & Eckhardt began on Feb. 9 a year's contract of Tue, Thu & Fri participations in The Late Show. Effective Sat, Feb. 21, the company will add Sat participations in the same program. American Maize-Products Co.(Amazo) thru Kenyon & Eckhardt has contracted for Mon & Fri participations in The Late Matinee and participations in The Clock Strikes Four for seven weeks.

WJZ-TV(Ch 7)
NY

Yachting With Lewis King; Debut; Feb 12; Thu 11-11:30pm; Sponsor - Martin Motors & Wilson Marine thru King; Pkgr-Prod-Moderator - Lewis King; Dir - William Dodson, WJZ; panel show features discussions of boats and nautical subjects, with Joseph E. Choate, Mgr. of the Motor Boat Show, as permanent panelist and one or two other weekly guests.

Claire Mann Glamour Show; NEW FORMAT; Feb 16 Mon 1-1:30pm; Incorporating the Thu version (last seen Feb. 5) in the first quarter-hour segment of the show, Miss Mann is inaugurating a 7-weeks' Glamour Success Course with three women enrollees on each show together with specialists and authorities from well-known institutions and universities who will cover a wide range of subjects from figure control to music appreciation. At the graduation broadcast on Apr. 6, the three women who have shown the greatest self-improvement will be selected as the winners of \$1000 worth of prizes.

ABC Fights; Debut; Feb 17; Tue 9-10:30pm; Sponsors - Piel Brothers (Beer) thru Y&R and Melville Shoe Co.(Thom McAn Shoes) thru Anderson & Cairns; Prod - Bob Finnegan, ABC; Dir - Charles Russhon, ABC; Anncr - Jay Owen (former heavyweight boxer); Originating from Ridgewood Grove Arena, B'klyn, the opening match will show Jimmy "Golden Boy" Herring vs. Jimmy Flood, middleweights, in a 10-round contest. An added feature of the series will be a complete semi-final bout presented weekly prior to the main event, from 9-9:30. Moe Fleischer is the Ridgewood Grove matchmaker.

Collegiate Basketball; ADDED SPONSOR; Wed 8:30-10:15pm; Hoffman Beverages thru Warwick & Legler have purchased the first half of the show effective Feb 4 for 5 weeks; Prod-Dir - Roger Shope, ABC; Anncr- Curt Gowdy; The sponsor has also bought a series of spots on the station for 13 weeks effective Feb 4.

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It is the policy of the United States Government to maintain the highest standards of security and to protect the national defense against espionage and sabotage. It is the policy of the United States Government to maintain the highest standards of security and to protect the national defense against espionage and sabotage.

The Department of Energy, in its capacity as the principal executive department responsible for the management of the nation's energy resources, is committed to the highest standards of security and to the protection of the national defense against espionage and sabotage. It is the policy of the United States Government to maintain the highest standards of security and to protect the national defense against espionage and sabotage.

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LOCAL STATION ACTIVITY (Cont'd)

WNBT(Ch 4)
NY

- It's A Problem; RETURN; Feb 14 Sat 5-5:30pm (Simulcast); Sustaining; Prod - Steve Krantz, NBC; Dir - Charles Russhon; Moderator - Ben Grauer; panel show discussing problems of family relations presents experts in the field, and will be seen weekly except on dates devoted to NBC-TV Opera programs. The show made its debut as a cross-the-board net feature on Feb 25, 1952, with Phyllis Adams as producer, and Fannie Hurst & Helen Parkhurst as permanent panelists. It was discontinued after Oct 15, now replaces Bar-4-Ranch, Western film show.

Junior League Mardi Gras Ball; HIGHLIGHT; Feb 17 Tue 11:20pm-12:20am; Sponsors - WNBT, WNBC, American Express Co., American Viscose, Chesterfield Cigarettes, Flamingo Orange Juice, Lipton Tea, Philco Corporation, Shadow-Wave Home Permanent, Skinner Satin, Springmaid Co., TWA Airlines & I.A. Wyner Co. Prod's - Fred Coe, Johnny Stearns, Jane Kalmus; Dir's - Bill Harbach, Dwight Hemion; MC's - Arlene Francis, Garry Moore, Skitch Henderson, John Cameron Swayze; the annual event will feature a film of last year's ball, an interview with the 1952 Queen of the Mardi Gras, and a live pickup from Hotel Astor of the Parade of Fabulous Costumes and selection of the 1953 Queen of the Mardi Gras who will be crowned by Mayor Impellitteri. The fund-raising ball staged by the Junior League of New York will also present many stars from the entertainment world, including Rex Harrison as king.

Through The Enchanted Gate; RETURN; Feb 21 Sat 5:30-6pm; Sustaining; Prod-MC - Victor D'Amico, Museum of Modern Art; Superv - Richard M. Pack, WNBT; Dir - Jim Elson, WNBT; Designer - William Riva; new edition of show will differ from past series in that it will aim at adults as well as children, studying art together. Previous version started on May 11, 1952, for 13 weeks.

Leigh Foods(Flamingo frozen orange juice) has launched an extensive campaign of 56 spots per week for 13 weeks on WNBT and WCBS-TV.

Children's Theatre; ADD SPONSOR; Feb 21 9-9:30am; U.S. Time Corp.(Character Watches) thru Hirshon-Garfield is sponsoring the educational film series, with Tex Antoine as host & narrator. Agency Superv - Eli Guterman.

WOR-TV(Ch 9)
NY

- Back To God; DEBUT; Feb 15 Sun 2:30-3pm; Sponsor - Christian Reformed Church; Dir - Ralph Giffen, WOR; Rev. Peter Eldersveld is featured in new series, with a choir of 54 mixed voices from various churches in Paterson, N.J., under the direction of John Miller. Maleva Harvey is organist. The TV version of the WOR radio program replaces a film feature in this time slot.

Bobby Benson and the B-Bar-B Riders; DEBUT; Feb 16 Mon thru Fri 6:35-7pm; Sustaining; Prod-Writer - James McMenemy; Dir's - Ralph Giffen & Bob Eberle, WOR; TV version of radio show concerns western folklore and songs by title juvenile, Tex Fletcher, singing cowboy & guitarist, and Windy Wales, comic spinner of tall cowboy tales. Cactus Carl Warren announces. The show replaces Make Your Wish, last seen Feb 13, as a Mon-Wed-Fri sustainer in which studio contestants, ages 7-12, stated a wish, then had to answer a quiz. To those answering correctly, the wish was granted. Exec Prod - Don Davis; Asst Prod - Emily Jordan; Dir - Al Freedman; MC - Art Fleming; Pkgr - Jaffe Agency. Wish premiered on Dec 8. On Tue & Thu, Benson replaces the first half hour of TV Dinner Date.

LOCAL STATION ACTIVITY (Cont'd)

- WOR-TV(Ch 9) - Jacqueline Susann; DEBUT; Feb 17 Tue 11:05-11:35pm; Sponsor - TV Home Guild thru Miller; Prod - Cy Newman, Miller; Dir - Bob Eberle, WOR; ladies' variety and fashion show with news, music, and entertainment personalities is MC'd by Miss Susann, with Sally Forrest and comedian Will Jordan as guests on the premiere show. Previously scheduled at this time was a feature film show.
- WPIX(Ch 11)
NY - Religious Films; DEBUT; Feb 15 12Noon-12:15pm; presented as a public service by WPIX in cooperation with the Protestant Council of N.Y.C., the films were produced in 1952 by the Broadcasting and Film Commission of the National Council of Churches, with Mabel Beaton's puppets acting out the stories of famous parables in nine sequences. Designer - Leslie Beaton; Writer - Nina Millen.
- Basketball: West Point vs. Harvard; HIGHLIGHT; Feb 21 Sat 2-5pm; Sponsor - Bristol-Myers(Vitalis) thru Doherty, Clifford, Steers & Shenfield; the third and final game in the WPIX series was arranged by the station in cooperation with Col. Philip Draper Jr., Grad. Mgr. of Athletics at the Academy. Dir - Jack Murphy, WPIX; Tech. Operations - Victor Grenier, WPIX; Annors - "Bud" Palmer & Kevin Kennedy.
- News-O-Rama; DEBUT; March 2 Mon 9-9:30pm; Sustaining; Presented as a public service for at least 12 weeks, the program will enable students in the Columbia University Graduate School of Journalism to conduct an experimental news program. At least five students each week will be featured in a dramatized dissection of major news events, and will also give a visual and oral presentation of little-known but educational insights of historic spots in N.Y.C. Dir - Ted Estabrook, WPIX; Coordinators - Walter Engels, WPIX and Prof. John Foster, School of Journalism.
- KECA-TV(Ch 7)
Los Angeles - Flight Log; DEBUT; Feb 7 Sat 5:30-6pm, PST; Marsha Toy, Director of the Airline School of the Pacific, appears as Co-MC with Glenn Garvey in the interview show with outstanding personalities in the aviation industry. The show also uses film clips and scenes of by-gone flights that have contributed to aviation history.
- KLAC-TV(Ch 13)
LA - Department Store of the Air; DEBUT; Feb 5 Mon thru Fri 10-11am, PST; Sponsor - The May Co; Co-Hosts - Eddie Marr & Evelyn Barrows; Prod-Dir - Don Forbes; show is based on store's merchandise displays.
- WGN-TV(Ch 9)
Chicago - Your Senators Report; DEBUT; Feb 7 Sat 8-8:15pm (ON FILM); Presented by the station as a public service, the series features Senators Paul H. Douglas (D.) & Everett M. Dirksen (R.) reviewing the major issues and activities in Washington and commenting on current and upcoming legislation in Congress. The series, which is also transcribed for radio, will continue as long as Congress is in session.
- Pet Shop; NEW MC; Feb 14 Sat 6:30-7pm, CST; George Menard replaces Gail Compton.
- The Liberace Show; DEBUT; Feb 18 Wed 9:30-10pm (ON FILM); Sponsor - Westgate Sun Harbor Co thru Foote, Cone & Belding(LA); Liberace is featured in a film series of piano concerts. Prod - George Bilson.

1. (1900) 1911-1912

FILM REPORT

DENNIS O'KEEFE AND EMPIRE FILMS, London production firm, have entered a partnership to shoot 26-half-hour TV programs abroad. Entitled Adventure Is My Game, the series will star O'Keefe.

HAL ROACH STUDIOS INC., CULVER CITY, is completing production plans to film a new half-hour TV series Wanted by Washington, for CBS. Roy Kellino has been signed to direct.

FRANK TASHLIN CO., H'WOOD, HAS BEEN SIGNED to produce, on a partnership basis, a situation-comedy series of 39 half-hour films for NBC called Oops, It's Daisy.

A ROBERT LAWRENCE PRODUCTIONS CREW IN QUEBEC has just filmed another program in the Vacationland America series featuring John Cameron Swayze and his family. This completes the first eight quarter-hour film programs that will appear weekly on NBC-TV at 5:30pm starting Sun, April 5. The sponsor is Fram Corp. thru VanSant, Dugdale & Co.(Baltimore).

A COMPREHENSIVE REPORT ANALYZING THE TOTAL AUDIENCE POTENTIAL available to sponsors of industrial, advertising, or institutional films can now be obtained on request from Dynamic Films, Inc., 112 W 89 St, NYC. The report breaks down the total sponsored film audience into its major categories and then proceeds to explore all elements of each category. Of special interest in the 20-page issue is an entire section on television, giving facts and figures on the actual dollar value of sponsored films that qualify for TV time.

NEWS DIGEST

THE TOP TEN TRENDIX RATINGS FOR THE WEEK OF FEB 1-7 for evening sponsored network programs are:

I Love Lucy	68.1	Comedy Hour (Bob Hope)	37.0
Talent Scouts	47.9	What's My Line	35.8
Dragnet	43.0	You Bet Your Life	34.0
Godfrey's Friends	42.0	Our Miss Brooks	32.9
Star Theatre (Berle)	41.4	Strike It Rich	31.1

AN ESTIMATED 60,000,000 PERSONS IN THE U.S. saw the Jan 20 inauguration of Pres. Eisenhower on TV, according to Hugh M. Beville, Jr., NBC director of Research and Planning. This represents a total of 18,000,000 TV homes, with a total of 85% of the nation's sets tuned in sometime during the five hours between 11am and 4pm.

LIFE IS WORTH LIVING, THE RELIGIOUS PROGRAM FEATURING BISHOP FULTON J. SHEEN, is now seen on 53 stations of the DuMont TV network. It started with 15 stations & 5 kine on Nov 18.

KRAFT TELEVISION THEATER, NBC-TV WED 9-10PM, now enjoys distinction of being the medium's oldest continuously-sponsored show, since Gimbel Brothers has dropped sponsorship of The Handyman, house-gadget show conducted by Jack Creamer on WPTZ(Phil).

THE AMERICAN BROADCASTING CO., INC. AND UNITED PARAMOUNT THEATRES, INC. have merged as American Broadcasting-Paramount Theatres, Inc., following F.C.C. authorization. The new company will operate in the home broadcasting, motion picture theatre, and allied fields. The merger is being effected through an exchange of common stock of ABC for a combination of preferred and common stock of the merged company. In return for their 1,689,017 shares of common, ABC stockholders will receive 608,047 shares of common stock of the merged company. The common stock held by stockholders of United Paramount will remain unchanged. As a division of American Broadcasting-Paramount Theatres, Inc., the American Broadcasting Company, continuing the Company and the ABC trade name, will operate the owned radio and television stations in New York

On the 10th of May 1954, the following information was received from the Ministry of Defence, London, regarding the activities of the following persons in the United Kingdom:

1. The following persons are known to be active in the United Kingdom:

2. The following persons are known to be active in the United Kingdom:

3. The following persons are known to be active in the United Kingdom:

4. The following persons are known to be active in the United Kingdom:

SECRET

THE FOLLOWING TABLE SHOWS THE NUMBER OF PERSONS KNOWN TO BE ACTIVE IN THE UNITED KINGDOM IN THE MONTH OF MAY 1954.

NAME	NUMBER OF PERSONS KNOWN TO BE ACTIVE IN THE UNITED KINGDOM IN THE MONTH OF MAY 1954
1. The following persons are known to be active in the United Kingdom:	10
2. The following persons are known to be active in the United Kingdom:	15
3. The following persons are known to be active in the United Kingdom:	20
4. The following persons are known to be active in the United Kingdom:	25
5. The following persons are known to be active in the United Kingdom:	30
6. The following persons are known to be active in the United Kingdom:	35
7. The following persons are known to be active in the United Kingdom:	40
8. The following persons are known to be active in the United Kingdom:	45
9. The following persons are known to be active in the United Kingdom:	50
10. The following persons are known to be active in the United Kingdom:	55

5. The following persons are known to be active in the United Kingdom:

6. The following persons are known to be active in the United Kingdom:

7. The following persons are known to be active in the United Kingdom:

8. The following persons are known to be active in the United Kingdom:

NEWS DIGEST(Cont'd)

(WJZ, WJZ-FM, WJZ-TV); Chicago (WENR, WENR-FM, WBKB); Detroit (WXYZ, WXYZ-FM, WXYZ-TV); Los Angeles (KECA, KECA-FM, KECA-TV); San Francisco (KGO, KGO-FM, KGO-TV), in addition to the nation-wide ABC Radio Network and the ABC Television Network. On Feb 12 the call letters of channel 7 in Chicago became WBKB and will no longer be WENR-TV. CBS will now acquire the WENR-TV call letter and the WBKB channel 4, changing the call letters to WBBM-TV on March 2.

NEW NETWORK AFFILIATIONS: To ABC-TV: KFDA-TV(Ch 10), Amarillo, Texas. Charles Jordan is General Manager of the station owned by Amarillo Broadcasting, Inc; WILK-TV(Ch 34), Wilkes-Barre, Pa. Owned by the Wyoming Valley Broadcasting Co., Roy E. Morgan is Gen. Mgr. The addition of the new video outlets with ABC-TV Network brings the total number of TV affiliates to 81. To DuM: WTVI(Ch 54), St. Louis, Mo., goes into operation May 15. Owned and operated by the Signal Hill Telecasting Corp., the station will replace KSD-TV as DuMont's affiliate in St. Louis; WCOV-TV(Ch 20), Montgomery, Alabama, owned and operated by Capital Broadcasting Company, is scheduled to begin March 1; KGUL-TV(Ch 11), Galveston, Texas, goes into operation about March 15. It is owned and operated by the Gulf Television Co.; WFBG-TV(Ch 10), Altoona, Pa., was scheduled to go on the air Feb 1, owned and operated by Gable Broadcasting Co.; KVTV(Ch 9), Sioux City, Iowa, (March 29), owned and operated by the Cowles Broadcasting Co.; KOPO-TV(Ch 13), Tucson, Arizona (Feb 1), owned and operated by the Old Pueblo Broadcasting Co.; WABI-TV(Ch 5), Bangor, Maine (Jan 31), owned and operated by Community Telecasting Service. To CBS-TV: KVTV(Ch 9), Sioux City, Iowa (April 1); WETV(Ch 28), Raleigh, N.C. (March 15), owned and operated by Sir Walter Raleigh Television Co., Charles Stone, Gen. Mgr.; WHYN-TV(Ch 55), Holyoke, Mass., owned and operated by Hampden-Hampshire Corp., with Charles N. DeRose as Gen. Mgr.; KGUL-TV(Ch 11), Galveston, Texas (March 15); KTNT-TV(Ch 11), Tacoma, Wash., owned and operated by the Tribune Publishing Co., with Len Higgins as Gen. Mgr.

PERSONNEL CHANGES

Lloyd Durant, former TV commercial production manager of Compton, has joined Biow as TV creative supervisor.....In addition to being general manager of WFIL(Phila), Roger Clipp has been appointed business manager of a new national TV fan magazine to be published by Triangle Publications, Inc.....James H.(Jack) Logan has resigned as manager of broadcast operations for WMAL(Wash.) to devote full time to Telestar Productions of which he is co-owner.....Winslow H. Case, former senior vice-president and creative director of Campbell-Ewald has joined Cunningham & Walsh as vice-president in charge of radio, TV, and copy on the Liggett & Myers Tobacco account.....Sylvan Taplinger, former talent and program buyer for Kenyon & Eckhardt, has been named radio and TV director of Hirshon-Garfield. He replaces Richard Lewine, who resigned to become eastern TV program Director for ABC

Jack Battey joined the DuMont network as a stations relations area supervisor... ..Stanton Kramer, former publicity and sales promotion manager for Bing's Things Inc., has been named director of publicity-promotion for KECA-TV(Los Angeles) and ABC Western Division.....William T. Lane has been elected president of Broadcasting, Inc, operators of WLTV(Atlanta), of which he was formerly general manager. The announcement was made simultaneously with the formal acquisition of the company by the Crosley Broadcasting Corp. of Cincinnati.....Lewis S. Wechsler has joined Emil Mogul as director of their radio-TV dept.....Bill Kahn and Bill Conlan have left the publicity department of DuMont to open their own office.....Ralph Hunter, formerly with NBC-TV, is joining WWJ-TV(Detroit) as program and production manager.....Howard Finch has been named vice-president in charge of television production and program operation for WJIM-TV(Lansing, Mich.).....Charles Henderson has been appointed director of publicity of the NBC-TV film division.

TALENT SHOWSHEET FEBRUARY 16-22, 1953

PROGRAM	NET TIME(EST)	TALENT ROSTER
<p>Most of the shows on February 13, 14, 15 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, February 20. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).</p>		

FRIDAY FEBRUARY 13
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|                                            |              |                                                                                                                                      |
|--------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)                | CBS 8pm      | <u>Aunt Jenny &amp; The Fortune Teller</u> - (O) by Frank Gabrielson; with regulars & Loring Smith, Vilma Kurer, Mort Marshall; (SD) |
| <u>Dark of Night</u><br>(Carl Low)         | DuM 8:30     | Art Smith, Logan Ramsey, Bill McCutcheon, Maurice Burke, Helen Auerbach (SW & SD)                                                    |
| <u>The Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30     | <u>Drugstore Cowboy</u> - (O) by Larry Markes; with Roy Fant, Doris Rich, Sam Birch, Charlotte Rae; (SD)                             |
| <u>Twenty Questions</u><br>(Jay Jackson)   | DuM 10pm     | Kurt Baum (S)                                                                                                                        |
| <u>Guest House</u><br>(Nadeen Day)         | WJZ-TV 11:30 | Mark Stevens, Jackie Coogan                                                                                                          |

SATURDAY FEBRUARY 14  
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<u>Invitation Playhouse</u>	WCBS 6:15	<u>Flashback</u> - with Steven Chase, Linda Johnson; (SD) (FILM)
<u>Your Show of Shows</u> (Caesar & Coca)	NBC 9pm	Jackie Cooper, guest host

SUNDAY FEBRUARY 15
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|                                                 |          |                                                                                                                                               |
|-------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lamp Unto My Feet</u><br>(Dr Lyman Bryson)   | CBS 3pm  | <u>The Clue</u> - (O) by Paul Tripp; with Paul Tripp, Ruth Enders, Alan Devitt; (SD)                                                          |
| <u>Super Circus</u><br>(Claude Kirchner)        | ABC 5pm  | Le Vine's "Chimps"; Zoppee Troupe (acros); Les Hildalys (acros); Two Winlows (acros)                                                          |
| <u>Hallmk Hall Of Fame</u><br>(Sarah Churchill) | NBC 5pm  | <u>Crown of Wings</u> - (O) by Robert Mason Pollock; with Frances Reid, Tod Andrews, Ludie Clare, William Erwin, Zolya Talma, Rene Paul; (SD) |
| <u>You Are There</u><br>(Walter Cronkite)       | CBS 6pm  | <u>Boston Tea Party</u> - with Peter Gumeny, Sandy Kenyon, Forrest Wood, Jack Ragotzy, Lester Lawrence, Leo Tepp, Louis Hollister; (SD)       |
| <u>Roy Rogers</u><br>(& Dale Evans)             | NBC 6:30 | <u>Shoot To Kill</u> - with regulars and Alfalfa Switzer, John Doucette, Bill Catching, Paul Fierro, Al Ferguson, Lee Roberts; (FILM)         |
| <u>Red Skelton</u>                              | NBC 7pm  | Gale Robbins (S)                                                                                                                              |
| <u>Mr Peepers</u><br>(Wally Cox)                | NBC 7:30 | (O) by Jim Fritzell & Everett Greenbaum; with regulars & Bobby Vail, Joseph Leberman, Lulu Belle Clark, Jonathan Marlowe, Doug Cummings; (SD) |



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| <u>Rocky King</u><br>(Roscoe Karns &<br>Earl Hammond) | DuM 9pm   | <u>The Needle's Eye</u> - (O) by Edmund Morris; with<br>Hope Sansberry, Bruce Hall, Gaye Jordan, William<br>Coburn; (SD)                                                                                                                        |
| <u>Plainclothes Man</u><br>(Ken Lynch)                | DuM 9:30  | <u>Too Much Evidence</u> - with Marian Brash, John<br>Dennis, Gordon B Clark, Nancy Franklin, Jim<br>Bender, Will Hussung; (SW & SD)                                                                                                            |
| <u>Arthur Murray Party</u><br>(Kathryn Murray)        | DuM 10pm  | Lois Hunt (S), Pierre De Angelo (D), Andre,<br>Andree & Bonnie (all D)                                                                                                                                                                          |
| <u>The Web</u>                                        | CBS 10pm  | <u>The Patsy</u> - (O) by Philip Clark, (A) by Sidney<br>Edelstein; with Wright King, Robert Simon, Grant<br>Richards, Warren Stevens, Constance Ford, Carmen Costi, Charles<br>Rae King, George Gilbreath, Willis Townsend; (SD) by Lela Swift |
| What's My Line                                        | CBS 10:30 | Steve Allen substitutes for Bennett Cerf                                                                                                                                                                                                        |

MONDAY FEBRUARY 10

|                                                 |          |                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Hollywood Screen Test</u><br>(Neil Hamilton) | ABC 7:30 | <u>Mightier Than The Sword</u> - with Alfred Drake, Boris Tumarin, Annette Carroll; (SW & SD)                                                                                                                                                                                                                                                               |
| <u>Lux Video Theater</u>                        | CBS 8pm  | <u>Miss Marlowe At Play</u> - (O) by A A Milne; with Binnie Barnes, Basil Rathbone, Robert Coote, Isobel Elsom; (SD) by Fielder Cook                                                                                                                                                                                                                        |
| <u>I'm The Law</u><br>(George Raft)             | DuM 8pm  | <u>The Buttons And Barber Shop Story</u> - (O) by David Victor & Jackson Gillis; with Phillis Coates, Denver Pyle; (SD) (FILM)                                                                                                                                                                                                                              |
| <u>Homicide Squad</u><br>(Tom Conway)           | ABC 8pm  | <u>The Case of the Door of Death</u> - (O) by Herbert M Hollzer; with Victor Wood, Madge Meredith, Bruce Edwards, Jan Kayne, Byron Foulger, Jesse Kirkpatrick, Bob Karnes, Diane Fauntelle; (SD) (FILM)                                                                                                                                                     |
| <u>Paul Winchell &amp; Jerry Mahoney Show</u>   | NBC 8pm  | Harry Bellaver, Treva Frazee & regulars; (SW) by Sherman Marks & Buddy Burtson                                                                                                                                                                                                                                                                              |
| <u>Voice of Firestone</u><br>(Howard Barlow)    | NBC 8:30 | Dorothy Warenskjold (S)                                                                                                                                                                                                                                                                                                                                     |
| <u>Talent Scouts</u><br>(Arthur Godfrey)        | CBS 8:30 | Bob Currie (S), Jane Windsor (S), Marvelites (M): (GARRY MOORE SUBSTITUTES FOR GODFREY AS MC)                                                                                                                                                                                                                                                               |
| <u>H'wood Opening Night</u><br>(Jimmie Fidler)  | NBC 9pm  | <u>The Pattern</u> - (O) by Ilene Prince; with Gloria Swanson; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                         |
| <u>Robert Montgomery</u>                        | NBC 9:30 | <u>The Burtons</u> - (O) by Ted & Mathilde Ferro; with Gene Lockhart, Kathleen Lockhart, June Lockhart, Art Carney, Parker Fennelly, Alice Pearce, Milton Parsons, Malcolm Broderick, Tirrell Barbery, Thelma Pellish, Vera Fuller Mellish, Ralph Hertz, Charlotte Knight; (SD) by Perry Lafferty, (SUBSTITUTING FOR HERBERT BAYARD SWOPE, JR, ON VACATION) |
| <u>Red Buttons</u>                              | CBS 9:30 | DeMarco Sisters (S) & regulars                                                                                                                                                                                                                                                                                                                              |
| <u>Studio One</u>                               | CBS 10pm | <u>The Walsh Girls</u> - (O) by Elizabeth Janeway, (A) by A J Russell; with Jane Wyatt, Mary Orr, Alan Bunce, Dan Tobin, Frieda Altman, Robert Lieb, Peggy French, Esther Benson, Harry Pederson; (SD) by Franklin Schaffner                                                                                                                                |



1977-78

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MONDAY FEBRUARY 16  
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<u>Dangerous Assignment</u> (Brian Donlevy)	WNBT 10:30	<u>The Stolen Letter Story</u> - (O) by Robert S Ryf; with Jan Arvan, Jim Davis, John Dehner, Elizabeth Fraser, Laura Mason, Nestor Paiva, Lyle Talbot; (SD) (FILM)
<u>Who Said That?</u> (Walter Kiernan)	NBC 10:30	Janis Carter, Morey Amsterdam (C); (NET EXCEPT WNBT)

TUESDAY FEBRUARY 17
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|-------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Texaco Star Theater</u><br>(Milton Berle)    | NBC 8pm   | Florence Desmond (C), Don Ameche                                                                                                                                                                                                                      |
| <u>Fireside Theater</u><br>(Frank Wisbar)       | NBC 9pm   | <u>Boundary Line</u> - (O) by Stephen Preston; with<br>George Nader, Joy Page, Adam Williams, Hugh<br>Sanders, Bill Slack, Peter Adams, Olan Soule; (SD) (FILM)                                                                                       |
| <u>Crime Syndicated</u><br>(Herbert R O'Connor) | CBS 9pm   | <u>King Of The Hill</u> - (O) by Mel Goldberg; with<br>Luis Van Rooten, Lewis Charles, Henrietta Moore,<br>Jean Alexander, Harry M Cooke, Phillip Pine, Michael Galloway,<br>Charles Rae King; (SD)                                                   |
| <u>Armstrong o Theater</u>                      | NBC 9:30  | <u>Recording Date</u> - (O) by Virginia Travers & Peter<br>W Cobb; with Melville Ruick, Reinhold Schunzel,<br>Fritzi Scheff, Clarence Derwent, Paula Stewart, Harold Levy; (SD)                                                                       |
| <u>Suspense</u>                                 | CBS 9:30  | <u>The Quarry</u> - (O) by Marc Brandel, (A) by James P<br>Cavanagh; with Jeffrey Lynn, James Daly, Robert<br>Middleton, Tiger Andrews, Maurice Manson, Adnia Rice, David<br>Kerman, John Farrell. Andrew Duggan, Richard Garth, James<br>Reese; (SD) |
| <u>Danger</u>                                   | CBS 10pm  | <u>Said The Spider To The Fly</u> - (O) by David<br>Harmon; with Dolores Sutton, Jack Palance,<br>Joe Roman, Penny Santon, Dario Barri; (SD)                                                                                                          |
| <u>Demi-Tasse Tales</u>                         | CBS 10:30 | <u>Walt and Lavinia</u> - with Don DeFore, Diana Lynn;<br>Prod & Dir by Frank Telford; (FILM)                                                                                                                                                         |

WEDNESDAY FEBRUARY 18  
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<u>A Date With Judy</u> (Mary Linn Beller)	ABC 7:30	<u>Regulars & Donald Curtis</u> , William A Lee; (SW & SD)
<u>Cavalcade of America</u>	NBC 8:30	<u>A Matter of Honor</u> - (O) by Van Norcross; with Onslow Stevens, Randy Stuart, Stanley Andrews, Pierre Watkins, Preston Hanson, Richard Bartell, Jonathan Hale; Dir by Arthur Hilton; (FILM)
<u>Kraft TV Theater</u>	NBC 9pm	<u>Snooksie</u> - (O) by Carey Wilber; with Jack Lemmon, Andree Wallace, Vinton Hayworth, Pat O'Malley, Viola Roache, Noel Leslie, Jack Warden, Vincent Barbi, Grace Valentine, Chris Norwood, Chris Barberry, Cameron Andrews; (SD) by Maury Holland
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9:30	<u>Midnight Express</u> - (O) by William L Stuart; with Audrey Meadows, Mark Allen, Milton Williams, Truman Smith, Jack Lord; (SD) (FILM)

UNITED STATES DEPARTMENT OF JUSTICE

The Special Agent in Charge, New York Office, is requested to advise the Bureau of the results of his investigation of the activities of the [redacted] in New York City.

Very truly yours,
[redacted]

Enclosed for the Bureau are two copies of a letterhead memorandum dated and captioned as above.

Respectfully,
[redacted]

Very truly yours,
[redacted]

Enclosed for the Bureau are two copies of a letterhead memorandum dated and captioned as above.

Very truly yours,
[redacted]

Very truly yours,
[redacted]

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WEDNESDAY FEBRUARY 18 (Cont'd)
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Douglas Fairbanks WNBT 10:30 Lochinvar - (O) by Sir Walter Scott, (A) by Leslie Arliss; with David Walker, David Keir, Andrew Cruikshank, Eileen Moore, Leslie Perrins, Mark Daly, Charles Carson, Mary Germaine, Rufus Cruikshank; (SD) (FILM)

THURSDAY FEBRUARY 19  
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Guide Right DuM 8pm Elaine Malbin (S)
(Don Russell)

T Men In Action NBC 8:30 The Case Of The Rolling Log - (O) by Albert Aley;
(Walter Greaza) with Richard Carlyle, Alan Devitt, Frank Campanella, Lewis Charles, Jason Johnson, Ken Walken; Dir by Dick Schneider

Chance Of A Lifetime ABC 8:30 Dick Haymes (S)
(Dennis James)

Ford Theatre NBC 9:30 Margin For Fear - (O) by Bernie Giler; with
Broderick Crawford, Mari Aldon, Harry Shannon, Robert Anderson, Elisha Cook; Dir by James Neilson; (FILM)

Big Town CBS 9:30 The Rich Kid - (O) by Al C Ward; with Hugh
(Pat McVey & Sanders, Billy Gray, Jim Bannon, Teddy Infuhr,
Jane Nigh) B G Norman; (SD) (FILM)

Martin Kane NBC 10pm Henry Jones, Howard Freeman, Mason Curry, Floyd
(Lee Tracy) Buckley, David Winters; (SW) by Paul Dudley;
(SD) by Edgar C Kahn

I've Got A Secret CBS 10:30 Regulars & Burgess Meredith
(Garry Moore)

Foreign Intrigue WNBT 10:30 F I In Monteville - (O) by Tom Yunger; with
(Jerome Thor & Haase Ekman, Elisaveta, H Anker-Steem, Henrick
Sydna Scott) Schildp, Rudolph Wendblah; Dir by Marcel Cravenne; (FILM)

FRIDAY FEBRUARY 20
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Meet Betty Furness CBS 10:45am Paul Gregory (Producer)

RCA Victor Show NBC 8pm Burr Tillstrom, Fran Allison  
(Dennis Day)

Schlitz Playhouse CBS 9pm The Devil's Other Name - (O) by Mona Kent; with  
Arthur Franz, Marjorie Lord, Virginia Hall, Lamont Johnson; (SD) by Ted Post; (FILM)

Big Story NBC 9pm Bill Gagnon, Wichita (Kans) Beacon - (O) by Max  
Ehrlich; with Howard Erskine, Cliff Robertson, Peggy Allenby, Wallace Rooney, Warren Parker, Constance Clausen, John Hallow; (SD)

Tales of Tomorrow ABC 9:30 The Great Silence - (O) by Frank deFiletta; with  
Paul Ford, Lilia Skala, Glen Styres, Charles McClelland; (SD)

Our Miss Brooks CBS 9:30 regulars & Lou Merrell, Charles Evans; (SW & SD);  
(Eve Arden) (FILM)







FRIDAY FEBRUARY 20 (Cont'd)

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Twenty Questions DuM 10pm Sammy Kaye (M)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 13 THROUGH FRIDAY FEBRUARY 20

<u>Today</u>	WNBT 7am	M through F - Jack Lescoulie substitutes for 2 weeks for vacationing Dave Garroway; Bob Elliott & Ray Goulding (both C) will assist on entire show
<u>Kitchen Kapers</u>	WJZ-TV 11am	M through F - Don McCullough & Bruce Elliott conduct show, replacing Eddie Dunn
<u>Garry Moore</u>	CBS 1:30pm	M - Ladd Lyon (Juggler); Th - Melvyn Douglas; F - Kurt Baum (S)
<u>One Man's Story</u>	WABD 2:45	M through F - <u>The Ordeal of Frederick Douglas</u> - (O) by Saul Carson; with John Marriot; Prod by Lawrence Menkin; (SD) by Keith Thomas
<u>Mike and Buff</u>	CBS 3pm	W - Marcel Lepon (S); F - Gusti Huber
<u>Kate Smith</u>	NBC 4pm	M - Elaine Malbin (S), William Ovis (S), Bob Ephram (D); T - The Kateds (D), Seymour Bernstein (M), Bassi Trio (Jglrs); W - Andre Eglevsky, Melissa Hayden (both D), Cy Coleman & his Trio (M), the Story Princess, the Juvelys (acros); - Th - Five DeMarco Sisters (S), <u>The Reconciliation</u> - (O) by Brice Howard, with Vanessa Brown, Gene Blakely; F - Hocter & Byrd (D), Connie Sawyer (S)
<u>Captain Video</u> (Ben Lackland)	DuM 7pm	M through F - Nat Polen, Lawrence Fletcher, Jim Boles, Reba Tassell, Guy Sorel; (SW) by Damon Knight; (SD)
<u>Do You Want To Be A*</u> (Fred Robbins)	WOR 7pm	F - Helen Gallagher, Sheila Bond, Patti Page (S)
<u>Short, Short Drama</u> (Ruth Woods)	NBC 7:15	Tu - <u>The Wrestler</u> - (O) by Peter Barry; with Murvyn Vye, Alan Lee, Robert H Harris, Julius Bing, Maurice Manson, Carol Veazie, Maurice Shrog, Monty Banks, Jr, Michael King; Dir by Dan Petrie; Th - <u>Doctor's Deceit</u> - (O) Kenneth Herts; with Russell Collins, Jamie Smith, John McGovern; Dir by Bill Gillett
<u>Broadway TV Theater</u>	WOR 7:30	<u>Candlelight</u> - (O) by Siegfried Geyer, (A) by P G Wodehouse; with Claire Luce, Ian Keith, Rex O'Malley, Brook Byron, Denis Green, Sarah Burton; Staged by Gerald Savory; Dir by Robert Blum
<u>Mono-Drama Theatre</u>	WABD 11:15	M through F - <u>A Doll's House</u> - (O) by Henrik Ibsen, (A) by Naomi Rockwell; with Ann Thomas; Prod & Dir by Lawrence Menkin
<u>Bill Silbert</u>	WABD 11:30	M - Arch Oboler (Writer), Sunny Gale (S)

SATURDAY FEBRUARY 21

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|                                   |          |                                                                                                                                         |
|-----------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <u>Dick Tracy</u><br>(Ralph Byrd) | WNBT 6pm | <u>Dick Tracy &amp; The Teen-Age Mob</u> - with Joe Devlin, Tom Neal, Michael Hale, James Hickman, Roger Allen, Lynn Stalmaster; (FILM) |
|-----------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------|



CHICAGO, ILL. 60637

TO THE PRESIDENT AND FELLOWS OF THE UNIVERSITY OF CHICAGO

Dear Sirs:

I am writing to you today to express my sincere appreciation for the opportunity to have been a part of the University of Chicago community.

During my time here, I have been fortunate to have met and worked with many of the finest scholars and students in the world.

I have also been privileged to have been a part of the many great projects and programs that the University has undertaken.

I am sure that the University will continue to make great contributions to the world of knowledge and scholarship.

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SATURDAY FEBRUARY 21 (Cont'd)  
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<u>Invitation Playhouse</u>	WCBS 6:15	<u>Mind Over Murder</u> - with Ann Grevler, Glenn Dixon; (FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Robert Q Lewis (C), Bob Eberle (S)
<u>All Star Revue</u>	NBC 8pm	Martha Raye (S), Ezio Pinza (S)
<u>Jackie Gleason</u>	CBS 8pm	Sunny Gale (S)
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Guest panelists - Buff Cobb; Mel Torme (S); Morey Amsterdam (C); Betty Bruce (D)

SUNDAY FEBRUARY 22
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|                                                  |            |                                                                                                                                                                                                                                                                          |
|--------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Invitation Playhouse</u>                      | WCBS 2:30  | <u>Night Watchman</u> - with Will Geer, Jack Wilson;<br>(FILM)                                                                                                                                                                                                           |
| <u>Omnibus</u><br>(Alistair Cooke)               | CBS 4:30   | <u>La Boheme</u> - by Puccini; with Nadine Conner,<br>Brian Sullivan, Brenda Lewis, Frank Guarrera,<br>Clifford Harvuot, Norman Scott, Alessio de Paolis; Dir by<br>Bob Banner; (A) by John Gutman                                                                       |
| <u>Red Skelton</u>                               | NBC 7pm    | Lucille Knoch (S), Claudio Guzman                                                                                                                                                                                                                                        |
| <u>Opera Cameos</u>                              | WPIX 7:30  | <u>La Boheme</u> - by Puccini; with Ann Ayars, Jon<br>Crain, Richard Torigi, Rose Marrone                                                                                                                                                                                |
| <u>Toast Of The Town</u><br>(Ed Sullivan)        | CBS 8pm    | Maria Riva, John Forsythe, Andres Segovia (M),<br>Frankie Laine (S), Jimmy Boyd (S), Donald<br>O'Connor & Debbie Reynolds in a scene from <u>I Love Melvin</u> ,<br>Bill Sears (puppeteer), George Gobel (C)                                                             |
| <u>General Electric Thtr</u>                     | CBS 9pm    | <u>Hired Mother</u> - (O) by Myna Lockwood & Frank L<br>Moss; with Macdonald Carey, Laraine Day, Gigi<br>Perreau, Peter Votian, Sandy Descher; (FILM)                                                                                                                    |
| <u>Philco TV Playhouse</u>                       | NBC 9pm    | <u>Wings On My Feet</u> - (O) by Hoffman Hayes; with<br>Valerie Bettis, Tom Helmore, Dan Tobin, Leslie<br>Barrett, Mary Alice Wunderle, Frank Tweddell, Martine<br>Bartlett, Ann Flood; (SD) by Delbert Mann                                                             |
| <u>Ken Murray Show</u>                           | CBS 9:30   | Buddy Baer                                                                                                                                                                                                                                                               |
| <u>Arthur Murray Party</u><br>(Kathryn Murray)   | DuM 10pm   | Florence Desmond (C), Don Cornell (S), Cabots(D)                                                                                                                                                                                                                         |
| <u>The Doctor</u><br>(Warner Anderson)           | NBC 10pm   | <u>Googan</u> - (O) by Ben Radin; with Ernest Truex,<br>Virginia Gilmore, Thomas Coley, Charles Taylor,<br>Robert Emhardt, James Nolan, Vincent O'Brien; Dir by Alan<br>Davis                                                                                            |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u> | WNBT 10:30 | <u>The Crime of Sylvestre Bonnard</u> - (O) by Anatole<br>France, (A) by Lawrence & Lee; with Ralph<br>Morgan, Ellen Corby, Gloria Tolbott, George Davis, Donald<br>Beddoe, Lillian Bronson, Ian Wolfe, William Lundmark, Richard<br>Barron; Dir by Sobey Martin; (FILM) |



STANDARD REPORT (Form 1)

|                                               |                    |                 |                                                |
|-----------------------------------------------|--------------------|-----------------|------------------------------------------------|
| <u>1. Name of the person or organization</u>  | <u>2. Address</u>  | <u>3. Date</u>  | <u>4. Name of the person or organization</u>   |
| <u>5. Name of the person or organization</u>  | <u>6. Address</u>  | <u>7. Date</u>  | <u>8. Name of the person or organization</u>   |
| <u>9. Name of the person or organization</u>  | <u>10. Address</u> | <u>11. Date</u> | <u>12. Name of the person or organization</u>  |
| <u>13. Name of the person or organization</u> | <u>14. Address</u> | <u>15. Date</u> | <u>16. Name of the person or organization</u>  |
| <u>17. Name of the person or organization</u> | <u>18. Address</u> | <u>19. Date</u> | <u>20. Name of the person or organization</u>  |
| <u>21. Name of the person or organization</u> | <u>22. Address</u> | <u>23. Date</u> | <u>24. Name of the person or organization</u>  |
| <u>25. Name of the person or organization</u> | <u>26. Address</u> | <u>27. Date</u> | <u>28. Name of the person or organization</u>  |
| <u>29. Name of the person or organization</u> | <u>30. Address</u> | <u>31. Date</u> | <u>32. Name of the person or organization</u>  |
| <u>33. Name of the person or organization</u> | <u>34. Address</u> | <u>35. Date</u> | <u>36. Name of the person or organization</u>  |
| <u>37. Name of the person or organization</u> | <u>38. Address</u> | <u>39. Date</u> | <u>40. Name of the person or organization</u>  |
| <u>41. Name of the person or organization</u> | <u>42. Address</u> | <u>43. Date</u> | <u>44. Name of the person or organization</u>  |
| <u>45. Name of the person or organization</u> | <u>46. Address</u> | <u>47. Date</u> | <u>48. Name of the person or organization</u>  |
| <u>49. Name of the person or organization</u> | <u>50. Address</u> | <u>51. Date</u> | <u>52. Name of the person or organization</u>  |
| <u>53. Name of the person or organization</u> | <u>54. Address</u> | <u>55. Date</u> | <u>56. Name of the person or organization</u>  |
| <u>57. Name of the person or organization</u> | <u>58. Address</u> | <u>59. Date</u> | <u>60. Name of the person or organization</u>  |
| <u>61. Name of the person or organization</u> | <u>62. Address</u> | <u>63. Date</u> | <u>64. Name of the person or organization</u>  |
| <u>65. Name of the person or organization</u> | <u>66. Address</u> | <u>67. Date</u> | <u>68. Name of the person or organization</u>  |
| <u>69. Name of the person or organization</u> | <u>70. Address</u> | <u>71. Date</u> | <u>72. Name of the person or organization</u>  |
| <u>73. Name of the person or organization</u> | <u>74. Address</u> | <u>75. Date</u> | <u>76. Name of the person or organization</u>  |
| <u>77. Name of the person or organization</u> | <u>78. Address</u> | <u>79. Date</u> | <u>80. Name of the person or organization</u>  |
| <u>81. Name of the person or organization</u> | <u>82. Address</u> | <u>83. Date</u> | <u>84. Name of the person or organization</u>  |
| <u>85. Name of the person or organization</u> | <u>86. Address</u> | <u>87. Date</u> | <u>88. Name of the person or organization</u>  |
| <u>89. Name of the person or organization</u> | <u>90. Address</u> | <u>91. Date</u> | <u>92. Name of the person or organization</u>  |
| <u>93. Name of the person or organization</u> | <u>94. Address</u> | <u>95. Date</u> | <u>96. Name of the person or organization</u>  |
| <u>97. Name of the person or organization</u> | <u>98. Address</u> | <u>99. Date</u> | <u>100. Name of the person or organization</u> |



# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: February 15-21 |      |                             |     |      |     |      |      |      |     |
|----------------------------------------------------------------|------|-----------------------------|-----|------|-----|------|------|------|-----|
|                                                                |      | Total Hours Network Service |     |      |     |      |      |      |     |
|                                                                |      | ABC                         |     | CBS  |     | DuM  |      | NBC  |     |
|                                                                |      | Comm                        | Sus | Comm | Sus | Comm | Sus  | Comm | Sus |
| Time on-)                                                      | Live | 1½                          | 1*  | 7    | 4 ¾ | 1    | --   | 10½  | 4½  |
| 12 noon )                                                      | Film | --                          | --  | ½    | --  | --   | --   | --   | 5   |
| 12 noon-)                                                      | Live | 2                           | 1   | 15   | 8½  | 5    | 7¼   | 16   | 2½  |
| 6:00 pm )                                                      | Film | --                          | --  | --   | --  | --   | --   | 1¼   | ½   |
| 6:00 pm-)                                                      | Live | 5 ¾*                        | 7¼* | 18½* | 2   | 13¼  | 6½   | 17½  | 1   |
| time off)                                                      | Film | 2 ¾                         | 5 ¾ | 7    | --  | 1    | ½    | 7¼   | --  |
| TOTALS )                                                       | LIVE | 9¼*                         | 9¼* | 40½* | 15¼ | 19¼  | 13 ¾ | 44   | 7   |
| )                                                              | FILM | 2 ¾                         | 5 ¾ | 7½   | --  | 1    | ½    | 8½   | 5½  |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of February 15-21

| CITY             | STATION      | Total hrs<br>Trans | Net Hours<br>Service | Live Hrs<br>Loc Only | Nat'l<br>Spots | Movie*<br>Features |
|------------------|--------------|--------------------|----------------------|----------------------|----------------|--------------------|
| New York City    | WJZ (A)      | 95½                | 24½                  | 31                   | 1¼             | 36½                |
| New York City    | WCBS (C)     | 108                | 62 ¾                 | 11¼                  | 1¼             | 22 ¾               |
| New York City    | WABD (D)     | 92¼                | 34½                  | 17 ¾                 | 3              | 29½                |
| New York City    | WNBT (N)     | 119¼               | 56                   | 27½                  | 2½             | 19 ¾               |
| New York City    | WPIX (I)     | 81                 | --                   | 50 ¾                 | ¾              | 34½                |
| Nashville, Tenn. | WSM-TV (All) | 90                 | 57¼                  | 18¼                  | 3 ¾            | 1½                 |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.







# MONTHLY INDEX OF NETWORK TELEVISION PROGRAM ORIGINATION

During the week of February 15-21, the four major U. S. television networks are scheduled to transmit programs from the following cities, both live and film, with the total hours originating in each.

| CITY         | LIVE<br>HOURS    | FILM<br>HOURS  | TOTAL HOURS<br>LIVE & FILM |
|--------------|------------------|----------------|----------------------------|
| New York     | $110\frac{1}{4}$ | 25             | $135\frac{1}{4}$           |
| Los Angeles  | $13\frac{1}{4}$  | $3\frac{1}{2}$ | $16\frac{3}{4}$            |
| Chicago      | $15\frac{1}{2}$  | --             | $15\frac{1}{2}$            |
| Philadelphia | $6\frac{3}{4}$   | $\frac{1}{2}$  | $7\frac{1}{4}$             |
| Washington   | $9\frac{1}{4}$   | --             | $9\frac{1}{4}$             |
| Cincinnati   | 5                | --             | 5                          |
| Boston       | 1                | --             | 1                          |
| Pittsburgh   | $\frac{1}{2}$    | --             | $\frac{1}{2}$              |
| Baltimore    | $\frac{1}{2}$    | --             | $\frac{1}{2}$              |
| Miami        | $3\frac{1}{4}$   | --             | $3\frac{1}{4}$             |

CBS now has simultaneous or delayed transmission of film shows from Los Angeles for West Coast stations duplicating the primary East Coast transmission. These now amount to 5 hours not included in the above totals.

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